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Defibtech's Automated External Defibrillator Makes Heart Safety More Affordable for Businesses and Community Services

GUILFORD, Conn.--(BUSINESS WIRE)--May 18,2004-



Save the Life of Sudden Cardiac Arrest Victim with Defibtech's Automated External Defibrillator (AED) With a list price of \$1,495, Defibtech's Lifeline(TM) automatic external defibrillator is the market's most affordable fully featured AED. Easy to use and portable, the Defibtech AED makes saving a victim of sudden cardiac arrest more possible than ever. The device actually "talks" to the user, giving audible step-by-step instructions on lifesaving defibrillation. The AED's bright coloring and award-winning design make it easy to find and operate. Durable and reliable, the Lifeline(TM) has the market's longest battery life and weighs only 4.2 pounds.

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defibtech
Life-saving Technology Within Reach

AEDs becoming common in public places, company says, as study results demonstrate AED effectiveness in saving sudden cardiac arrest (SCA) victims

With a market-leading list price of \$1,495 and an award-winning, simple-to-use design, the Defibtech automated external defibrillator (AED) makes protecting employees and the public more feasible than ever. Defibtech's customers include businesses, communities, schools, sports/fitness centers, restaurants and hotels.

"AEDs save lives - it's well documented in medical research literature," said Defibtech CEO Glenn W. Laub, M.D. "Every day, more and more people are surviving sudden cardiac arrest due to AEDs in public places. AEDs are one of the most important advances in public safety in our generation - if AEDs were everywhere, we could save more people every year than die in fires and auto accidents combined."

The majority of sudden cardiac arrest (SCA) victims receiving timely defibrillation survive; without it, fewer than 5 percent live. More than 400,000 people annually die from SCA, which causes the heart's rhythm to become irregular and to stop pumping blood effectively. Defibtech's FDA-approved Lifeline(TM) and ReviveR(TM) AEDs deliver a biphasic defibrillating electrical shock that restores the heart's rhythm to normal. Defibtech manufactures all of its defibrillators in the United States in a state-of-the-art ISO-9002 certified facility.

The number of SCA survivors markedly increased when victims were assisted by volunteers trained on how to use an AED and perform CPR, according to the recently published results of the Public Access Defibrillation (PAD) trial. The study was funded by the National Heart, Lung, and Blood Institute in collaboration with the American Heart Association. Another study published in the New England Journal of Medicine documents how AEDs were used effectively to assist SCA victims in Chicago airports. Yet another study in Washington's Seattle and King counties showed that half the people treated with public access AEDs survived to hospital discharge - a rate similar to that of people treated by emergency medical services (EMS) personnel.

Defibtech relentlessly pursues one goal: making the best automatic external defibrillators (AEDs) in the world at affordable prices. Defibtech's products are sold through its network of distribution partners in the United States and around the world. The Defibtech AED has received a number of design awards, including an Excellence in Design Award in the medical category from Appliance Manufacturer magazine.

Founded in 1999, Defibtech is headquartered in Guilford, Connecticut. For more information about Defibtech and its products, visit www.defibtech.com or call **1-866-DEFIB-4-U** (1-866-333-4248).