

Thursday September 29, 8:00 am ET

Lifesavings from AEDs Create Strong Advocates for Public and Workplace Deployment

Fitness instructor performs “miracle in 34 seconds” on sudden cardiac arrest victim

GUILFORD, Conn.--(BUSINESS WIRE)--Sept. 29, 2005--After teaching an aerobics class at Merrillville High School's fitness center this summer, Nikki Frekot saw a man working out in the center begin to struggle. Don Willison was suffering sudden cardiac arrest.

As a sales associate for Defibrillators USA, a distributor for Defibtech, Nikki just happened to have a Lifeline AED in her gym bag. She quickly turned the unit on and placed the AED's pads on Willison's chest. Only 34 seconds later, according to a post-event EMS report, Don's heart was defibrillated and his life was saved. Willison received bypass surgery a few days later and is now recovered.

Across the nation, lifesavings from AEDs - as well as fatalities that occur because AEDs are not available - are creating a strong advocacy movement for placing the devices in public areas and workplaces. This advocacy ranges from legislative efforts mandating AED deployment to initiatives that increase sudden cardiac arrest awareness or that raise money for AEDs in schools, churches and other community gathering places.

Defibtech Receives “Best Bang for Buck” Award for Driving Public Access Growth

For its contributions to making high-quality AEDs more affordable and thereby enhancing public safety, Defibtech received the Best Bang for the Buck Award from leading AED industry analyst Frost and Sullivan, the companies jointly announced today. A related Frost and Sullivan news release on this award can be found at www.frost.com/prod/servlet/meawards-pr-index.pag. Due to strong demand for these lifesaving devices, Frost and Sullivan anticipates the \$380 million market to grow at an average of 12 percent over the next several years, even as the average per-unit price is expected to become more affordable. The most rapid growth is expected to occur in the public-access market sector, which may be the industry's largest sector in 2006, according to Frost and Sullivan's research.

Frost and Sullivan awarded the honor to Defibtech after compiling primary and secondary research on Defibtech's performance compared to other AED companies. “Defibtech achieved its mission to provide the market with affordably priced, high-quality products by focusing on cost throughout the design process,” noted Frost and Sullivan research analyst Nathan Cohen. “For example, Defibtech developed devices that require no screws and can simply snap together during manufacturing.” Frost and

Sullivan also applauded Defibtech's distributor-only sales model, which minimizes company expenses and results in savings for the end-user. “This model allows Defibtech to provide its customers with one of the industry's lowest prices while achieving profitable sales margins,” Cohen said.

Many individuals and healthcare associations share the mission of making AEDs more accessible. For example, Frekot and Willison are both involved in community efforts promoting AEDs and heart health. They are scheduled to give a talk about AEDs and sudden cardiac arrest to the local Knights of Columbus on October 25. A longtime health and fitness professional and former employee of the American Heart Association, Frekot says her dedication stems from the memory of her parents, who both died of heart disease.

OSHA, the American Safety and Health Institute, the American College of Occupational and Environmental Medicine, the American Heart Association, the American Red Cross, and the National Safety Council all endorse AEDs in workplaces and public areas. A study of public-access defibrillation involving more than 19,000 volunteer responders published by the New England Journal of Medicine in 2004 encouraged training persons in early defibrillation within a structured response system to increase the number of sudden cardiac arrest survivors.

AEDs revive victims of sudden cardiac arrest caused by ventricular fibrillation. National health experts estimate that sudden cardiac arrest kills over 400,000 people in the United States each year. Studies show that if victims are defibrillated within a minute or two after arrest, more than 90 percent survive. If defibrillation is delayed for more than 10 minutes, only 5 percent live, making immediate access to AEDs vital.

About Frost & Sullivan

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