

Press Release

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Philips announces its HeartStart Defibrillators will meet new American Heart Association 2005 CPR and ECC Guidelines

Andover, Massachusetts, USA - Royal Philips Electronics (NYSE: PHG; AEX: PHI), a worldwide leader in defibrillation technology, today announced that its entire line of HeartStart Defibrillators will meet the newly updated American Heart Association Guidelines for Cardiopulmonary Resuscitation (CPR) and Emergency Cardiovascular Care (ECC). The European Resuscitation Council (ERC) has also released its Guidelines for Resuscitation 2005 and Philips will meet those as well.

Defibrillators treat the most common cause of sudden cardiac arrest (SCA), an electrical malfunction of the heart that causes it to beat erratically rather than pump in a normal rhythm. SCA is one of the leading causes of death in the United States, claiming more than 340,000 lives each year or nearly 1,000 people each day. Approximately 95 percent of these deaths occur before victims can get to a hospital or emergency room.

Philips HeartStart defibrillators were developed with the insight that the science behind resuscitation is constantly evolving. Virtually all HeartStart defibrillators currently available, including the Home, OnSite, FRx, FR2+, ForeRunner, and MRx, can be reconfigured now to support the new one-shock defibrillation protocol recommended in the 2005 Guidelines. Clinical studies have shown that the technology in HeartStart Defibrillators has a greater than 95 percent first-shock efficacy. For devices with CPR coaching and feedback capabilities, a software update will be available in 2006 to address the Guidelines' new CPR protocols.

In the meantime, the AHA states that these new recommendations do not mean the use of previous guidelines is either unsafe or ineffective, including the use of defibrillators that were designed to conform to those earlier guidelines. Philips HeartStart Defibrillators provide medical directors with the flexibility to change their defibrillation and CPR protocols on their own schedule, as they consider how best to implement the 2005 Guidelines to meet the needs of their particular program.

Since the AHA last updated the Guidelines in 2000, numerous research studies have shown that effective CPR is a critically important element in helping save the lives of cardiac arrest victims. These studies were emphasized in the development of the new guidelines. Responding to the same science, Philips recently introduced a range of resuscitation technology solutions designed to ensure that quality CPR and early

defibrillation are delivered quickly and effectively. Philips commitment to continually help improve survival from sudden cardiac arrest is evidenced through the introduction of innovative technologies such as:

- **Q-CPR™**: the first and only technology integrated into a monitor/defibrillator to provide real-time CPR monitoring and feedback for advanced life support (ALS)-trained responders. Two studies presented at the recent American Heart Association Scientific Sessions, found that incorporating Q-CPR into the rescue protocol of both hospital and emergency medical services professionals helped them improve the quality of CPR they deliver. The new Guidelines give CPR prompting devices a Class IIb recommendation for both in- and out-of-hospital settings. Q-CPR, developed by Philips and Laerdal Medical, is a feature available only on the Philips HeartStart MRx Monitor/Defibrillator.
- **SMART CPR**: first-of-its-kind technology that automatically advises a responder whether to provide an immediate defibrillation shock, or CPR followed by a shock, when treating a patient in ventricular fibrillation (VF), the most common heart rhythm associated with cardiac arrest. SMART CPR helps the responder make better-informed treatment decisions. SMART CPR is a feature available only on the Philips HeartStart FR2+ Automated External Defibrillator (AED).
- **Quick Shock**: technology which enables a defibrillation shock to be delivered quickly after CPR is stopped—up to three times faster than other solutions on the market. Quick Shock is only available in the HeartStart MRx, FR2+, FRx, OnSite and Home Defibrillators.
- **CPR Coaching**: a coaching tool for both adult and infant/child CPR, provides audio cues for each breath as well as the appropriate number, depth, and rate of chest compressions. This technology is available on the HeartStart FRx, OnSite, and Home Defibrillators.

To purchase a PHILIPS HeartStart Defibrillator please visit:
www.HeartStartatHome.com or E-mail Info@HeartStartatHome.com

For more information about the 2005 guidelines, please visit the AHA website at:
<http://www.americanheart.org>