

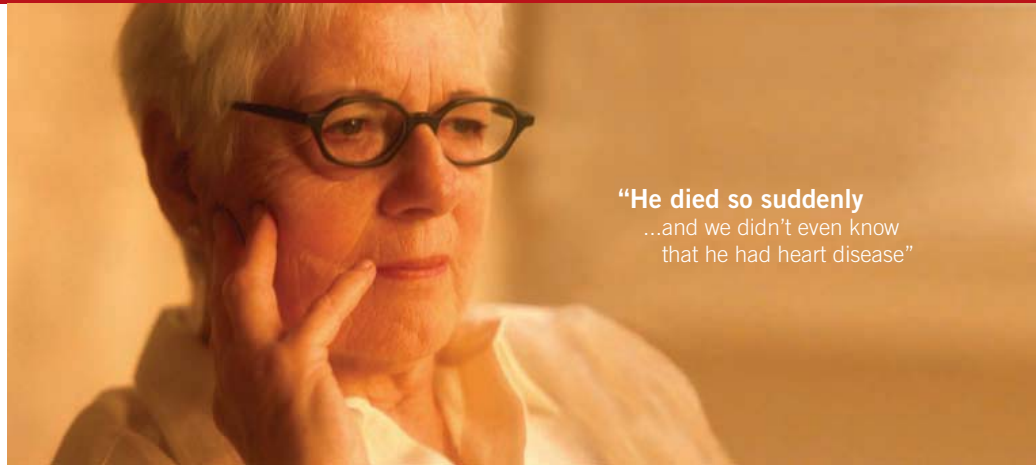
“A Matter of Minutes”™



**PHYSIO
CONTROL**

““Now anyone
can save a life!””

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“He died so suddenly
...and we didn't even know
that he had heart disease”

Sudden cardiac arrest strikes without warning. It knows no boundaries, claiming hundreds of thousands of lives around the world every year. People of all ages, fitness levels and walks of life succumb to it and most don't survive.

Sudden cardiac arrest can leave a tragic void in families, work places and communities. However there is hope, because there is treatment.

Defibrillation

Everyday, someone like you helps save a life using an automatic external defibrillator (AED). An AED is a small portable electronic device that analyses the heart's rhythm and delivers a shock only if it is needed. About the size of a laptop computer an AED is intuitive, safe and easy to use. It tells the user what to do with voice and visual prompts.

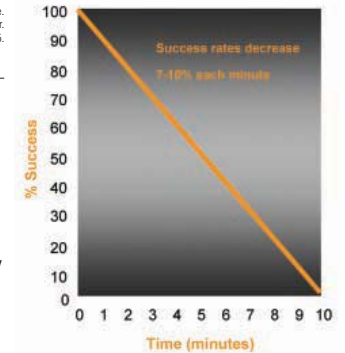
Sudden cardiac arrest facts

- It strikes without warning taking the lives of 250 people a day in the UK
- Less than 5% of its victims in the UK survive
- It kills more people than lung or breast cancer
- It can happen to anyone, even young athletes
- Defibrillation is the only treatment
- Defibrillation within three minutes increases the chance of survival to over 70%*

1. Cummins, R.O. 1989. From concept to standard-of-care. Review of the clinical experience with automated external defibrillator. Annals of Emergency Medicine 18: 1269-75.

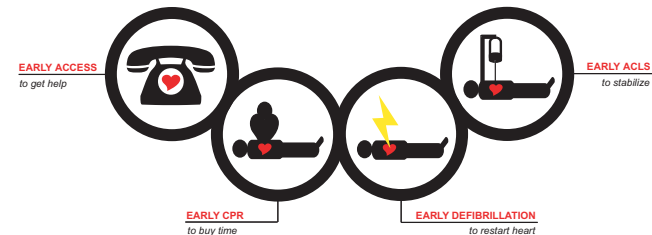
Quick action by the first person on scene can truly make a difference in saving a life.

Automatic external defibrillators make early defibrillation readily available and are easy to use, even for lay people with minimal training.



Immediate defibrillation is the only answer

- Survival rates drop 7-10% every minute without defibrillation.
- CPR is a temporary measure that maintains blood flow and oxygen to the brain. It will not return a heart to a normal rhythm. Only defibrillation can return a heart to a normal rhythm.
- Quick action by the first person on the scene can truly make a difference in saving a life.



The chain of survival

Time is critical when sudden cardiac arrest strikes, you only have a **matter of minutes** to restart the heart.

A chain of survival is the worldwide guidelines for response to sudden cardiac arrest.

The chain of survival has four lifesaving links

- 1 Early access to care**
Dial 999 immediately!
- 2 Early Cardiopulmonary Resuscitation (CPR)**
Provide CPR to help maintain blood flow to the brain until the next step
- 3 Early defibrillation**
Defibrillation is the only way to restart a heart in cardiac arrest.
- 4 Early advanced care**
After defibrillation, an emergency team provides advanced cardiac care on scene, such as intravenous medications.



Trust the brand that **70%** of UK ambulances use!



The best technology available for saving lives

The **LIFEPAK CR Plus** AED is specifically designed for the minimally trained and infrequent rescuer, its easy to understand and use in a cardiac emergency when every minute matters.

The **LIFEPAK** reputation for quality and reliability has earned the trust of the experts in emergency medical care.

The easiest AED to use for a faster time to first shock:

Although rescuers should be trained in CPR and AED use, a recent study found that untrained people could deliver a shock faster with the **CR Plus** than with other AEDs tested, and an independent expert review of five AEDs on the market rated the **CR Plus** No. 1 in ease of use and intuitiveness.

The fully automatic **CR Plus** does everything for you, all you have to do is follow the voice prompts, apply the pre-connected electrode pads and stand back.

There is no shock button to push and the **CR Plus** is designed to deliver a shock only if it determines the heart needs it. Infant/child reduced energy defibrillation electrodes make it possible for even the youngest victims of sudden cardiac arrest to receive potentially lifesaving defibrillation.

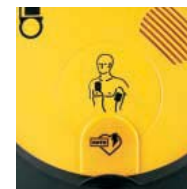
The **CR Plus** is built to the same tough specifications of units used by emergency medical teams. It can withstand rugged treatment without damage.

The easiest AED to own

The **LIFEPAK CR Plus** has an internal battery system that draws energy from the replaceable CHARGE-PAK.

You can rest assured because a built in system ensures the **CR Plus** has full power in the event of a sudden cardiac arrest.

Synchronised replacement dates for the battery charger and electrodes mean maintenance is reduced by 50%.



Ease of use

Designed to meet the needs of the infrequent user. Great layperson AED.

- Fully automatic / semi automatic
- Pre-connected electrodes are easy to apply quickly and effectively, with easy-to-read diagrams for fast & accurate placement.
- Voice & Visual prompts specially created for the layperson provide an easy guide to walk the responder through each step of the operation.

Maintenance & Readiness

The device performs a self-test of the battery, internal parts and the CHARGE-PAK battery charger weekly and every time it is turned on. Built for reliability with careful engineering up front a regular self test offers additional assurance that your **CR Plus** is ready for use. The easy visible readiness display indicates at a glance when the device is ready.

- Readiness display indicates if the AED needs service or if the battery is low.

Size / Storage Compatibility Warranty

Very lightweight: 2.0 kg (4.5 lbs) with CHARGE-PAK battery charger and electrodes. Complete with flexible carrying case.

- Use it indoors or outdoors
- Enables fast, smooth transition with other **LIFEPAK** products used by EMS
- 5 Year Physio-Control Warranty

Event Data

Device records patient data the instant the power is turned on.

- Physio-Control's Event Check Service helps manage the data, which can also be downloaded directly to a personal computer.

Connectivity

With the **LIFEPAK CR Plus** you join the vast majority of emergency response teams that prefer **LIFEPAK** products. It's compatible with the equipment used by so many emergency & hospital teams, helping promote better and faster patient care.

Tailoring an AED solution for individual requirements, Physio-Control are with you every step of the way

A complete solution for customers, because customers need a total package.

- Pricing & leasing options
- Training & skills refreshment
- Maintenance
- Data management software
- Site assessment
- Customer support
- Tracking of program details

Complete AED Training



The **LIFEPAK CR Plus** has been specifically designed with simplicity in mind, however, anyone who uses an AED should have basic life support training. In order to ensure we can provide our customers with the best possible training, Physio-Control has partnered with a number of Ambulance services and specialist training companies.

For your convenience training can be provided at your premises or at a local training centre; it's your choice!

The AED training course is suitable for both existing

first-aiders and individuals who have no previous experience of AED's and basic life support. Training courses are tailored to meet the training requirements of the individual attendees and typically last no longer than four hours.

After training, defibrillation skills may be regularly refreshed using our exclusive automated program, Train AED.



Common Grounds

It is recognised that golf courses are the fifth most likely place for a member of the public to have a sudden cardiac arrest, therefore many clubs are now acquiring AEDs to make their courses Heart Safe, giving their members the best possible chance of surviving sudden cardiac arrest.

How Heart Safe has touched people's lives

Physio-Control's Heart Safe Campaign has touched the lives of many around the world. As illustrated in the following stories, which confirm just how important it is to have a defibrillator close at hand.

Keeping your community Heart Safe is investment for life!

AED - Investment for life

Heart Safe communities give everyone struck down by sudden cardiac arrest another chance at life. Caring people in these communities place automated external defibrillator (AEDs) in the hands of EMS, fire services and police personnel.

They also deploy AEDs in locations where people congregate: health clubs, stadiums, public buildings, offices, factories and communities – in fact wherever people live, work and play.

- Every day, someone like you saves a life using an AED.
- Is your community Heart Safe?

Helping create Heart Safe communities

Around the World Physio Control launched its Heart Safe Communities initiative in 2000, partnering with communities around the world to set up public access defibrillation (PAD) programs.



The Gary Humphries story



"I actually died on the squash court floor"

"Kick start your heart!"

Gary Humphries will never forget the time his heart stopped beating for more than two minutes as he played his weekly game of squash. The 49 year old suffered a sudden cardiac arrest in the middle of a game in November 2003 and had no pulse or heartbeat.

'I actually died on the squash court floor', said Gary of Caerphilly, South Wales.

Fortunately for Gary, he and his squash partner were playing at the Hawthorn Leisure Centre in Rhondda Cynon Taff, where a new type of resuscitation device was available. The LIFEPAK® defibrillator was put on his chest and moments later his heart was beating again.

Gary said: 'I felt nothing, no pain or anything. In fact, I remember very little about it. I was clinically dead for 2 minutes.

I would not have pulled through but for the defibrillator, and if we hadn't gone to that particular Leisure Centre I'd be dead'.

7 out of 10 cardiac arrests such as that suffered by Gary happen outside the hospital and only a tiny fraction of victims survive, largely because of the lack of rapidly available resuscitation equipment.

The chances of survival drop by up to 10% for every minute that goes by without treatment.

Less than 5% of people in the UK survive cardiac arrests outside

hospital whereas the rate in Seattle climbed to 40% after defibrillator have been made available to the public.

Gary was playing against his friend and work colleague, Mike Smith, when he collapsed, and together they campaigned for a defibrillator to be installed at their workplace. Since Gary resumed work in September 2004, General Electric, the company they work for, has invested in an AED.

The Sir Ranulph Fiennes story

A good day to die

Sir Ranulph Fiennes, as described by the Guinness Book of Records, is the greatest living explorer. In 1993 he became one of the first men to walk unaided across Antarctica, overcoming life-threatening situations in the process.

When you hear his name you think fitness & stamina but in June 2003 after boarding a flight to Edinburgh at Bristol airport he suffered a massive heart attack.

Fortunately airport fire-fighters were able to revive Sir Ranulph using an automatic external defibrillator, a device that shocks the heart. He later underwent a double heart bypass operation at Bristol Royal Infirmary.

Sir Ranulph doesn't remember anything 3 days previous to the attack as well as 3 days after the attack, so his thoughts on his heart stopping are all second hand.

He says of the arrest "I know I am amazingly lucky to have had a heart attack at an airport that had a defibrillator in easy reach and had the expert assistance of the Blue Watch of the Bristol Airport Fire Station who were able to attend immediately"

"I also feel very lucky to be alive, because the truth is most people who suffer a cardiac arrest are not in hospital surrounded by doctors, but at home or in public places.

Many do not survive because life-saving treatment simply does not come quickly enough"

"The surgeons and fire-fighters who worked on me all say the key item in surviving a sudden cardiac arrest is the availability of a defibrillator in 2 or 3 minutes. This means that defibrillators should be available in places where there are lots of people i.e supermarkets, shopping centres, airports etc."

"In future all expeditions I embark on will have a defibrillator as standard kit along with morphine, first aid kit etc"

"If you had a defibrillator, which is a small comparatively inexpensive item, set up in these places it would make all the difference, I know because I'm alive because there was one at an airport"





“For over five decades, Physio-Control's vision has been to provide life saving equipment for those who deliver life saving care”

Proven Quality & Reliability

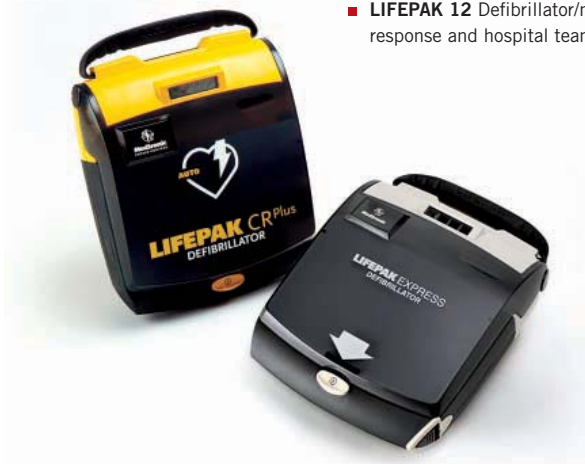
LIFEPAK devices are most often chosen and trusted by cardiologists, emergency medical services, hospitals, commercial businesses and schools.

- The leader in external defibrillation since 1955, Physio-Control, now part of Medtronic, has more than 350,000 units in operation worldwide.
- LIFEPAK products in warranty have an average time between failure of 32 years.
- One of the largest and best-trained service networks in the industry.
- LIFEPAK devices are 'Team Built', by team members having the authority to inspect and approve or reject the preceding work.

The LIFEPAK Family of Products

Extends across the levels of emergency cardiac care:

- **LIFEPAK Express:** entry level AED from Physio-Control
- **LIFEPAK CR Plus** defibrillator: easy to use, for minimally trained, infrequent rescuers
- **LIFEPAK 500** automated external defibrillator (AED): for frequent rescuers with training in basic life support
- **LIFEPAK 1000** Advanced AED technology with Manual Over ride capability for intermediate to advanced responders
- **LIFEPAK 20** Defibrillator/monitor: for hospitals and clinics.
- **LIFEPAK 12** Defibrillator/monitor: for emergency response and hospital teams.



There is no greater gift than that of life!

Dr. Neil Frazer - Chelsea Football Club

“I am very pleased that we will now have defibrillators to look after the players at the training ground. The best hope for survival is early defibrillation, a jolt of electricity that can restore the heart to a normal rhythm”.

Barry Groves - Manager, Wetherby Golf Club

“Once you've seen how easy a defibrillator is to use, and the impact they can have, you can't afford not to have one”.

Melanie Johnson - Government Health Minister

“Twelve thousand people each year suffer a cardiac arrest in a public place and the introduction of defibrillators in railway stations, shopping centres, airports and bus stations across the country is increasing the chances of survival for many of those people”.

Tarlok Singh - Survivor of Cardiac Arrest (Manchester Airport)

“It is a great programme from the point of view of the patient receiving life saving treatment. I hope it continues around other places across England. If it saves one life it is money well spent”.

Jarnail Singh - Survivor's Son

“I'd like to thank the staff at the airport and the ambulance crew for their professionalism and saving my fathers life”.

Join some of the many who are already benefiting from the security of lifesaving technology.

For further information talk to one of our dedicated LIFEPAK specialists on:

01923 212213

“When you save a life,
you save a lifetime!
...and everyone it touches”