

defibtech

Life-saving Technology Within Reach



741 Boston Post Road Guilford, CT

Defibtech Key Points



Business Record, Growth & Stability

- Defibtech has been in business since 1999.
- The Defibtech AED received FDA approval in less time than any other AED on the market at that time.
- Defibtech sales have grown by over 100% in each of the last 3 years.
- Based on publicly available data, we believe Defibtech is the fastest growing AED manufacturer in the market today.
- Defibtech is profitable, a claim which a number of our competitors cannot make.
- Defibtech AEDs are sold in North America, South America, Europe, Asia and the Middle East.



Product Quality & Durability

- Defibtech AEDs are manufactured in the USA in a state-of-the-art ISO 9002-registered facility.
- Defibtech AEDs are tested to rigorous military drop & shock standards.
- Defibtech AEDs are highly rated for dust and water resistance.



Business Model, Affordability & Value

- Defibtech's distributor-only sales model means that we never compete with our distributor partners.
- Defibtech's high quality, low-cost business model offers very attractive profit margins to distributors and the industry's most affordable AEDs to end-users.
- Defibtech's business model and growth record also allows for exceptional investment in research & development, furthering our reputation for quality and AED innovation.



Distributor Sales, Marketing & Service Support

- Defibtech's distributor support includes:
 - Initial and ongoing sales training.
 - A variety of printed, electronic, and video marketing materials.
 - Trade show support.
 - Sales lead distribution.
 - Direct assistance with large AED sales opportunities.
- The Distributor Sales & Marketing Binder contains a wealth of AED information, including over 200 pages of organized documents on sudden cardiac arrest, the AED industry, Defibtech, and our AEDs and related services.
- Defibtech MD offers distributors and their customers a turnkey AED management program that includes all elements of a successful AED initiative: medical oversight and prescription, web-based tracking of AEDs, accessories and trained personnel, and AED/CPR training – on site and online.



Market Acceptance & Widespread Acclaim

- Defibtech AEDs are the defibrillators of choice for thousands of corporations, organizations, municipalities, first responders and others.
- Defibtech AEDs are the current choice of many state AED programs including New Jersey, Arkansas, Florida, Louisiana, Idaho, Maine, New Mexico and Utah. A number of these states have purchased hundreds of Defibtech AEDs multiple years in a row.
- Users continue to switch from other brands to Defibtech AEDs in increasing numbers.
- Defibtech has won numerous design and quality awards (visit www.defibtech.com for details).

Most importantly, Defibtech AEDs have saved many lives

Company Awards

MoMA

Defibtech AED to be Exhibited at MoMA

The Museum of Modern Art (MoMA) in New York City has selected the Lifeline AED to be part of the upcoming exhibition *SAFE: Design Takes on Risk*, to be presented in the museum's new Manhattan building from October 9, 2005 to January 2, 2006.



Best Bang for the Buck Award

Presented by Frost & Sullivan

The Frost & Sullivan Best Bang for the Buck Award is given to the company that offers the solution and/or service with the highest value-to-cost ratio in its industry. (May 2005)



Medical Design Excellence Award (MDEA)

Presented by Medical Device & Diagnostic Industry Magazine (MD&DI) and Canon Communications

The Medical Design Excellence Awards is the premier awards program for the medical technology community. The Lifeline AED was awarded a gold prize in the 2005 competition. (April 2005)



Industrial Design Excellence Award (IDEA)

Presented by the Industrial Designers Society of America (IDSA) and BusinessWeek Magazine

The Industrial Design Excellence Awards (IDEA) is the world's most prestigious and coveted design accolade. The Defibtech Lifeline AED was the only defibrillator to win a prize in this celebration of the best product designs of the year. (June 2004)



Good Design Award

Presented by the Chicago Athenaeum: Museum of Architecture and Design

The Good Design Award is the oldest design competition in the world, founded in Chicago in 1950 by the pioneering greats of modern design. The Defibtech Lifeline AED was judged worthy of the Good Design Award for product distinction. (December 2004)



Design Excellence Award

Presented by Appliance Manufacturer Magazine

The Excellence in Design (EID) awards are presented annually by the Appliance Manufacturer Magazine. The Defibtech Lifeline AED won an award in the Medical Appliances/Laboratory Equipment category. (April 2003)



Medicine on the Net Web Excellence Award

Presented by COR Healthcare Resources

The Medicine on the Net Web Excellence Awards are presented annually to recognize outstanding websites in the medical field. Defibtech won the Best Design award in the Healthcare Medical Supplier category. (February 2005)



Technology Innovation Award

Presented by the Greater New Haven Chamber of Commerce

The Growth & Innovation Awards are presented to members who are outstanding in their fields. Defibtech was recognized with the Technology Innovation Award for its outstanding contribution and excellence in biotechnology. (September 2004)



CT Quality Improvement Award Innovation Prize

Presented by the Connecticut Quality Improvement Award (CQIA) Partnership

The CQIA is America's oldest state-level Malcolm Baldrige National Quality Award. It is the state's leader for recognizing quality and performance excellence in CT. Baldrige trained examiners awarded the gold award to Defibtech. (July 2004)

Notable Deployments



State of New Jersey Orders over 1,600 Defibtech AEDs

GUILFORD, CT – July 6, 2005 – Defibtech announced today that New Jersey has ordered 1,682 Defibtech Lifeline AEDs for statewide deployment in police cars. This order, which will place thousands of Defibtech AEDs throughout the state, represents one of the largest public access AED deployments on record.



Defibtech Delivers over 900 AEDs to State of AR

GUILFORD, CT – March 31, 2005 – Defibtech announced today that for the third year in a row the state of Arkansas has chosen the Defibtech AED to deploy throughout the state. This third deployment of 365 units will bring the total number of Defibtech AEDs delivered to buyers in Arkansas to over 900 units.



YMCAs Deploy More than 300 Defibtech AEDs

GUILFORD, CT – February 24, 2005 – Defibtech announced today that YMCAs/YWCAs across the United States have cumulatively purchased more than 300 Defibtech automated external defibrillators. The AEDs are placed in health centers, gyms, community centers and corporate offices. The YMCAs have already reported a number of saves using Defibtech AEDs.



State of Maine Deploys over 500 Defibtech AEDs

GUILFORD, CT – December 31, 2004 – Defibtech announced today that for the second year in a row, the state of Maine selected the company's AEDs for deployment throughout the state. More than 200 AEDs were shipped to the state of Maine today, adding to the more than 300 previously shipped. The AEDs will be deployed in rural communities in fire, police and emergency services vehicles and community facilities.



State of Idaho Deploys over 380 Defibtech AEDs

GUILFORD, CT – November 30, 2004 – Defibtech announced today that over 380 AEDs were shipped to the state of Idaho. The Idaho Department of Health and Welfare, EMS Bureau purchased more than 380 defibrillators which will be deployed throughout rural communities in fire and emergency services vehicles, community facilities and regional health care centers.



States of FL & NM Deploy over 400 Defibtech AEDs

GUILFORD, CT – July 14, 2004 – Defibtech announced today that it recently shipped over 400 AEDs to the states of Florida and New Mexico. The state of Florida will deploy the AEDs throughout the rural EMS. The state of New Mexico purchased the units for the Department of Aging and Long-term Services and will place the AEDs in a variety of senior centers and long-term care facilities.



Boston Transit System Deploys Defibtech AEDs

GUILFORD, CT – January 14, 2005 – Defibtech announced today that the Massachusetts Bay Transit Authority (MBTA) has deployed more than 60 Defibtech Lifeline AEDs throughout the MBTA system. The AEDs are located in transit stations, corporate offices and vans. The MBTA system includes the Boston subway, known as the "T", as well as the bus and commuter train lines of the metropolitan Boston area.

Regulatory Approvals



FDA Clearance for Lifeline & ReviveR AEDs

The U.S. Food and Drug Administration (FDA) granted Defibtech 510(k) clearance to market its automated external defibrillators. The AEDs are marketed under the Lifeline and ReviveR names. (June 2002)



FDA Clearance for Pediatric Defibrillation Pads

The U.S. Food and Drug Administration (FDA) granted Defibtech clearance to market pediatric defibrillation pads for its Lifeline and ReviveR automatic external defibrillators for use on children under age 8. (June 2004)



CE Marking and ISO-13485 Certification

The CE Marking approval process certified that Defibtech is in full quality compliance with European Union (EU) Directives for Medical Devices for its automated external defibrillators and accessories. (February 2004)



Health Canada License for Lifeline & ReviveR AEDs

The Therapeutic Products Directorate under Health Canada issued the medical device license for all products and accessories in the Lifeline and ReviveR family. The license allows Defibtech to market its devices in Canada. (January 2005)