

June 27, 2003 □ □ □ □ □ □

Philips Receives Gold Industrial Design Excellence Award for its HeartStart Home Defibrillator

Philips Electronics (NYSE:PHG, AEX:PHI), today announced that it has received a Gold award for its HeartStart Home Defibrillator in the 2003 Industrial Design Excellence Awards (IDEA) competition. Presented by the Industrial Designers Society of America (IDSA) and sponsored by *BusinessWeek*, the IDEA is widely regarded as the premiere award for industrial design.

The Philips HeartStart Home Defibrillator is the first of a new generation of defibrillators designed specifically for the home. Defibrillators provide treatment for sudden cardiac arrest (SCA), a leading cause of death in the United States that claims a quarter million lives each year. Less than five percent of victims survive, largely because defibrillation therapy does not reach them within the first few critical minutes following an arrest. For each minute that passes without treatment, the chance for survival decreases by about 10 percent. After 10 minutes, few attempts at resuscitation are successful.

Published studies show more than 70 percent of arrests happen in the home and the majority of those are witnessed. The Philips HeartStart Home Defibrillator—the result of extensive research on ease of use—is designed for the emerging class of home responders who want to be able to help save the lives of friends and relatives in the event of cardiac arrest.

“The designers took the frightening procedure of shocking the heart and simplified the process in an intuitive unit with easy to read graphics and simple voice prompts,” said IDSA Judge Mark Steiner of Steiner Design Associations. “Of the various defibrillators on the market, the Philips unit successfully captures a utilitarian, easy to use aesthetic. In the home or in a police car, this unit will help save many lives before EMT personnel arrive.”

This year’s IDEA judges evaluated more than 1,137 entries: 38 entries received a Gold award; 38 received Silver; and 45 were given Bronze awards. The HeartStart Home Defibrillator was recognized with a Gold award because it demonstrated design innovation, benefit to the user, benefit to the manufacturer, ecological responsibility as well as appropriate aesthetics and appeal. *BusinessWeek* will showcase the 2003 IDEA winners in its June 30 issue, which will be available at newsstands on June 27. IDSA’s quarterly magazine, *Innovation*, will feature in-depth case studies on the Gold winners in its Yearbook this fall. The award ceremony will be held at the Marriott Marquis in New York City on Saturday, August 16.

“Our team at Philips has a history of defibrillator design excellence dating back to its first