

## **Philips Receives 2003 'Best of What's New' Award From Popular Science for its HeartStart Home Defibrillator**

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ANDOVER, Mass.--(BUSINESS WIRE)--Nov. 7, 2003--Royal Philips Electronics (NYSE:PHG, AEX:PHI), today announced that it has received a 2003 "Best of What's New" award for its HeartStart Home Defibrillator in an annual competition conducted by Popular Science. Each year, Popular Science selects just 100 winners in 12 categories that represent a significant step forward in their class. Recognized in the Personal Health category, the Philips HeartStart Home Defibrillator is the first of a new generation of defibrillators designed specifically for the home to provide treatment for sudden cardiac arrest (SCA). SCA is a leading cause of death in the U.S., claiming a quarter million lives each year.

"We are honored to win a coveted 'Best of What's New' award from one of the world's largest and most respected science and technology publication," said Deborah DiSanzo, vice president and general manager for cardiac resuscitation at Philips Medical Systems. "Philips carefully designed the HeartStart Home Defibrillator to be the industry's easiest-to-use defibrillator. We are dedicated to helping people in emergency situations use technology successfully."

Nearly 80 percent of sudden cardiac arrests happen in the home, and the majority of those are witnessed. The HeartStart Home Defibrillator--the result of extensive research on ease of use--is ideal 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. Less than five percent of all SCA 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.

This year's "Best of What's New" award judges evaluated more than 1,000 entries. The winners will be featured in a special editorial section of the December issue of Popular Science, which will be available at newsstands on November 11th. Winners will also compete for a "Reader's Choice" award to be announced in January.

Philips is the leader in automated external defibrillators with more than 150,000 in use on airlines, and in airports, workplaces and communities across the globe. The HeartStart Home Defibrillator features additional patented technologies and design refinements intended to make it even easier to use by home responders. It is available to consumers with a physician's prescription by calling 1.866.DEFIBHOME (1.866.333.4246) or by visiting [www.heartstarthome.com](http://www.heartstarthome.com). The manufacturer's suggested retail price is \$2,295 (U.S.).

About Royal Philips Electronics:

Royal Philips Electronics of the Netherlands is one of the world's biggest electronics companies and Europe's largest, with sales of \$30.1 billion (EUR 31.8 billion) in 2002. It is a global leader in color television sets, lighting, electric shavers, medical diagnostic imaging and patient monitoring, and one-chip TV products. Its 166,500 employees in more than 60 countries are

active in the areas of lighting, consumer electronics, domestic appliances, semiconductors, and medical systems. Philips is quoted on the NYSE (symbol: PHG), London, Frankfurt, Amsterdam and other stock exchanges. News from Philips is located at <http://www.philips.com/newscenter>.