

April 23, 2003

**One of the Nation's Oldest Public Access Defibrillation Programs
Reunites Sudden Cardiac Arrest Survivors and Rescuers**

City of Sunnyvale and Philips Honor Survivors, Families and Rescuers from one of the First Public Access Defibrillation Programs

Sunnyvale, Calif.—April 23, 2003—The City of Sunnyvale announced today an unprecedented reunion of the City's sudden cardiac arrest (SCA) survivors and their families with the rescuers who came to their aid. The reunion demonstrates the success of the City's public access defibrillation (PAD) program, which is believed to be the longest operating program in the United States. PAD programs protect city residents, workers and visitors from sudden cardiac arrest, one of the leading causes of death in the U.S., by placing potentially life-saving portable defibrillators in public places and training city employees and citizens to use them. The City of Sunnyvale, which initiated its program in 1998, has deployed Philips automated external defibrillators in public locations throughout the City. The Department of Public Safety has trained city employees and citizens to use the devices, ensuring that defibrillators and a trained responder are within minutes of a sudden cardiac arrest victim anywhere in the City.

Sudden cardiac arrest claims approximately a quarter of a million people each year. It can strike anyone, anywhere, at any time, often without warning. A highly effective treatment for SCA exists—early defibrillation. Yet, less than five percent of SCA victims survive largely because defibrillators do not reach them in time. After 10 minutes without defibrillation, few attempts at resuscitation are successful. The American Heart Association estimates that 40,000 more lives nationwide could be saved each year if defibrillators were more widely available.

“One of the most important duties of a mayor is to help protect residents from any kind of emergency,” said Sunnyvale Mayor Julia Miller. “PAD programs like ours are essential to improving survival from sudden cardiac arrest. I commend our city employees and citizen volunteers for their steadfast commitment to our PAD program, which has been responsible for so many saved lives.”

To celebrate the success of Sunnyvale's PAD program, the Medical Systems division of Philips Electronics will donate a HeartStart defibrillator to the Fremont High School pool in Sunnyvale, which serves the entire community. Philips makes the donation in honor of the survivors and rescuers involved in Sunnyvale's PAD program.

The City of Sunnyvale's public access defibrillation program effectively unites emergency medical services, local government, the private sector and—most importantly—the citizens of Sunnyvale in the goal of improving survival from sudden cardiac arrest. Since the program's inception, more than 800 Sunnyvale residents have been trained in CPR and the use of a defibrillator. To date, these trained responders have saved the lives of 14 people.

“The success of a community's PAD program is only as strong as the support it receives from the community,” said Lieutenant Steve Drowniany, Sunnyvale Department of Public Safety, Bureau of Fire Field Operations. “Given the support for our program from public officials, business leaders and residents, the entire City of Sunnyvale should feel proud that it has achieved the greatest reward—saving the lives of 14 people through early defibrillation. We encourage other cities and towns to join this movement.”

The Santa Clara County Division of the American Heart Association will be honoring the 20 Sunnyvale public safety officers involved with the defibrillator saves with Heartsaver Awards. “We're honoring these public safety officers because they are true American heroes,” said Gary Silver, MD, Board President, American Heart Association, Santa Clara County. “Their rescue stories are proof that the early use of CPR combined with early defibrillation saves lives.”

Sunnyvale's broad defibrillator deployment strategy ensures that trained city workers, private sector employees and citizens can access defibrillator technology at the City's most-frequented destinations, including city buildings, the Town Center, shopping malls, private businesses and other public locations. Fire and police vehicles are also equipped with defibrillators.

“Fourteen people are alive today because a group of committed Sunnyvale leaders had the vision and determination to start their public access defibrillation program,” said Deborah DiSanzo, vice president and general manager for cardiac resuscitation at Philips Medical Systems, manufacturer of the HeartStart defibrillator. “The City's leadership has helped to drive the adoption of public access defibrillation programs in communities throughout the country, all of help to improve survival from sudden cardiac arrest.”

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 170,000 employees in more than 60 countries are active in the areas of lighting, consumer electronics, domestic appliances, components, 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 www.philips.com/newscenter/usa/

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