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Defibtech AED Named One of 2004's Hottest Products; Medical Device Company Wins Prestigious IDEA Award

GUILFORD, Conn.--(BUSINESS WIRE)--June 25, 2004—

Defibtech's automated external defibrillator (AED) was the only defibrillator to win a prize in the 2004 Industrial Design Excellence Award (IDEA) competition, a celebration of the best and hottest product designs of the year. BusinessWeek magazine, which co-sponsors the awards with the Industrial Designers Society of America (IDSA), announced the winners today.

"We designed our AED to be effective in saving lives, and to be reliable and affordably priced. This award recognizes that we have achieved all three of these goals and validates the device's innovative design," said Defibtech CEO Glenn W. Laub, M.D. AEDs revive victims of sudden cardiac arrest (SCA). With timely defibrillation, most victims of SCA survive; without it, fewer than 5 percent live. About 340,000 Americans die of SCA each year, according to 2004 American Heart Association statistics.

Laub said his company is selling its Lifeline(TM) and ReviveR(TM) AEDs at an unprecedented rate. The company has distributors throughout the United States and around the world. Defibtech's AED is the most-affordable fully featured AED on the market, with a list price of \$1,495 vs. an average price of more than \$2,000 for the competition.

"We've redefined the market," said Defibtech President Gintaras Vaisnys, "so that customers can finally get a high-quality product at a fair price."

Defibtech's design and engineering team includes physicians, electrical engineers, software developers and industrial designers. Their extensive medical device and consumer product development experience yielded an AED produced reliably and cost-effectively at high volumes. Defibtech introduced a number of innovations to the AED industry that resulted in improved ease of use, cost savings and reliability. The device actually "talks" to the user, giving audible step-by-step instructions on lifesaving defibrillation. The AED's bright coloring and user-friendly design make it easy to find and operate. Defibtech's AED offers the market's longest battery life and FDA-cleared pediatric defibrillation pads.

Today, the BusinessWeek IDEA report hit the stands, and the IDSA Web site (www.idsa.org) features all award-winners, which represent 15 different countries. A jury of 17 non-affiliated designers evaluated award entries on five areas of industrial design excellence: design innovation, benefit to the user, benefit to the client/business, ecological responsibility, and appropriate aesthetics and appeal.

Editor's Note: For a product photo, see May 18, 2004 release, "Defibtech's Automated External Defibrillator Makes Heart Safety More Affordable for Businesses and Community Services," at www.businesswire.com or www.newstream.com. Or e-mail or call Defibtech media contacts.

About Defibtech: Defibtech relentlessly pursues one goal: making the best automatic external defibrillators (AEDs) in the world at affordable prices. Defibtech designs and manufactures the FDA-cleared, Lifeline(TM) and ReviveR(TM) brand AEDs and related accessories. Defibtech's products are sold through its network of distribution partners in the United States and around the world. Founded in 1999, Defibtech is headquartered in Guilford, Connecticut and manufactures all of its defibrillators in the United States in a state-of-the-art ISO-9002 certified facility. Defibtech also has earned the CE Marking and ISO-13485 certification. For more information about Defibtech and its products, visit www.defibtech.com or call **1-866-DEFIB-4-U** (1-866-333-4248)

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