



## Defibtech AED Wins Prestigious IDEA Award

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."