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## Defibtech, Cintas Introduce 'Revolutionary' ReviveR™ View AED at National Safety Council Congress & Expo

ORLANDO, Fla.--(BUSINESS WIRE)--Defibtech and Cintas Corporation introduced the new ReviveR™ View automated external defibrillator (AED) today at the National Safety Council 2009 Congress & Expo. Designed and manufactured by Defibtech, the ReviveR View will be sold and distributed exclusively through Cintas.

Featuring a full-color LCD display, the ReviveR View is the first and only AED on the market to use digital video to show how to save a life of a sudden cardiac arrest victim in real-time. A video demonstration can be viewed at [www.cintas.com/ReviverViewDemo](http://www.cintas.com/ReviverViewDemo).

"It's a revolutionary change in how a defibrillator works – it's like having a high-definition TV instead of a radio," said Defibtech Chief Executive Officer Dr. Glenn W. Laub. "The digital video makes the View the easiest AED on the market to use."

"Cintas is pleased to be the only company currently offering this state of the art technology to our customers," said Scott Farmer, Chief Executive Officer of Cintas Corporation. "The easier the AED is to use, the more likely it is that a life will be saved. It is truly an amazing innovation," he added.

To date, Cintas ReviveR AEDs have saved the lives of more than 120 victims of sudden cardiac arrest since Cintas began providing them to its customers in 2003. The ReviveR View will be demonstrated at Cintas' Expo booth #1763 throughout the trade show.

### **How the ReviveR View works**

Using the ReviveR View is like having a personal coach at a rescuer's side. While many other AEDs on the market provide audible voice instruction to rescuers, the ReviveR View shows rescuers how to save a life by visually walking a rescuer through each step of lifesaving in real-time during an emergency. Interactive videos supplemented by easy-to-read text and voice prompts show the rescuer everything from how to apply the defibrillation pads to how to deliver the shocks to the sudden cardiac arrest victim. CPR and rescue breathing are also demonstrated via video.

### **Why the ReviveR View is important**

The ReviveR View was designed to assist rescuers coming to the aid of sudden cardiac arrest victims. AEDs are best placed in areas where people regularly gather, such as workplaces, fitness clubs, hotels, schools, and homes. According to the Heart Rhythm Foundation, sudden cardiac arrest is the leading cause of death in the United States. According to recent estimates, more than 400,000 Americans suffer sudden cardiac arrest each year. With the national sudden cardiac arrest survival rate estimated at 5 percent, about 20,000 people have their lives saved with AEDs each year.

### **About Defibtech**

Defibtech relentlessly pursues one goal: making the best automated external defibrillators (AEDs) in the world at affordable prices. Defibtech designs and manufactures the FDA-cleared Lifeline® and ReviveR™ brand AEDs and related accessories. Defibtech's products are sold through its network of distribution partners in the United States and around the world. Defibtech is headquartered in Guilford, Conn., and manufactures all of its defibrillators in the United States in a state-of-the-art ISO 13485:2003 certified facility. For more information about Defibtech and its products, visit [www.defibtech.com](http://www.defibtech.com) or call 1-866-DEFIB-4-U (1-866-333-4248).

### **About Cintas**

Headquartered in Cincinnati, Cintas Corporation ([www.cintas.com](http://www.cintas.com)) provides highly specialized services to businesses of all types throughout North America. Cintas designs, manufactures and implements corporate identity uniform programs, and provides entrance mats, restroom supplies, promotional products, first aid, safety, fire protection products and services and document management services for approximately 800,000 businesses. Cintas is a publicly held company traded over the Nasdaq Global Select Market under the symbol CTAS, and is a Nasdaq-100 company and component of the Standard & Poor's 500 Index.

