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Health Canada Approves Defibtech Lifeline View™ Automated External Defibrillator

Latest AED Technology with Video Display Now Available

GUILFORD, Conn.--(BUSINESS WIRE)--Defibtech, LLC, a leading innovator in the Automated External Defibrillation (AED) market, today announced that it has received approval from Health Canada to market the Lifeline View™ AED device. The Lifeline View AED is the first and only AED to offer a full-color interactive display that shows users step-by-step how to perform CPR and external defibrillation.

Sudden cardiac arrest (SCA) is a leading cause of death in the United States and Canada and affects 35,000 to 45,000 Canadians each year. The only cure for most cases of SCA is immediate shock therapy from an automated external defibrillator (AED), which shocks a lifeless heart back to a normal rhythm. For every one minute delay in defibrillation, the survival rate of a cardiac arrest victim decreases by seven to 10 percent.

“When sudden cardiac arrest occurs in public places, bystanders are often hesitant to perform CPR and defibrillation and there is often a lag time before trained professionals can arrive and assist at the scene,” said Dr. Glenn W. Laub, chief executive officer at Defibtech. “The deployment of AEDs in public places - now more than ever - has become critical in helping increase survival rates following cardiac arrest. The Defibtech Lifeline View digital video screen is a milestone in AED innovation and is designed to make it easy for anyone—from untrained bystanders to first responders—to provide life-saving defibrillation quickly, easily and reliably.”

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The Defibtech View AED is the newest addition to the Lifeline AED family of products, which have been sold in Canada since 2005. The device is lightweight and durable and was designed in response to the need to make AEDs as easy to use as possible. By adding an interactive video screen and on-screen text prompts, the device shows the user what to do with clear, easy-to-understand pictures, text and a calm voice, making the View AED practically foolproof.

The Therapeutic Products Directorate under Health Canada issued the medical device license for all products and accessories in the Lifeline View family of devices.

For more information or a product demo, please visit <http://defibview.com/demo>.

About Defibtech

Defibtech relentlessly pursues one goal: making the best AEDs in the world at affordable prices. Defibtech designs and manufactures defibrillators, which include the Lifeline™ and Reviver™ families of AEDs. 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. All Defibtech AEDs are manufactured in the United States in state-of-the-art ISO 13485:2003 certified facilities. For more information about Defibtech and its products, visit www.defibtech.com and www.defibview.com or call 1-866-DEFIB-4-U (1-866-333-4248).

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