

## **Defibtech Completes First International Shipment Of Lifeline View™ Automated External Defibrillator**

### ***Medizon to Market Only AED That Offers Step-by-Step Video Directions for Use in the Netherlands***

GUILFORD, Conn --(BUSINESS WIRE)-- Defibtech, LLC, a leading innovator in the Automated External Defibrillator (AED) market, today announced its first international shipment of the Lifeline View™ Automated External Defibrillator to Medizon, one of Defibtech's largest international distributors and the exclusive distributor for the Netherlands. This shipment of the Lifeline View AED adds to the more than 100,000 Defibtech AEDs shipped worldwide.

The Lifeline View is the first and only AED to offer a full-color video display that provides step-by-step video directions for performing CPR, rescue breathing and external defibrillation. The device also has text and audio prompts that walk the user through a rescue. The View is the newest addition to the Lifeline AED family of products and is currently available in the United States, Canada and the United Kingdom.

"Defibtech is widely known for developing easy-to-use and durable AEDs," said Marcus Flipsen, director at Medizon, a Defibtech distributor since 2004. "With its video display, the Lifeline View instantly becomes the most user friendly device on the market and we are excited to be able to offer this exciting new technology to our customers."

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"We are pleased to extend the availability of the Lifeline View into Europe and are committed to expanding distribution of this technology into many of our existing international territories," said Gianfranco Buchbinder, Vice President of International Sales and Marketing at Defibtech.

Defibtech AEDs have been shipped to more than 30 countries worldwide, including Italy, Germany, France, Netherlands, UK, Ireland, China, Korea and India. Each country is able to order language specific units, which "talk" the user through a rescue, providing audible "step-by-step" instructions. Defibtech AEDs are currently available in sixteen different languages.

While all of Defibtech's AEDs are manufactured in the United States, exports account for nearly half of the company's annual sales. In July 2010, the U.S. Department of Commerce honored Defibtech with an Export Achievement Certificate for targeting export markets and creating jobs.

To see a demo of the Lifeline View AED, please visit <http://www.defibview.com/demo>

### **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).