



HeartSine®

Inventor. Innovator. Lifesaver.

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For Immediate Release

HeartSine® Technologies Now Exclusive Provider of Lifesaving AEDs to Golden LivingCenters



Nearly 800 samaritan® PAD Public Access Defibrillators will be installed in 300+ skilled nursing and assisted living facilities

High-res photo: <http://www.ggcomm.com/HeartSine/PAD300P.jpg>

NEWTOWN, PA – November 21, 2011 – HeartSine® Technologies, Inc., a world leader in personal and public access defibrillators, announced today that it is the exclusive provider of [Automated External Defibrillator](#) devices (AEDs) to Golden Living, the nation's second largest nursing facility company.

As part of the agreement, the samaritan® PAD 300P Public Access [Defibrillator](#), HeartSine's lifesaving product for the treatment of [sudden cardiac arrest](#), will be deployed in all 322 Golden LivingCenters and offices.

The samaritan PAD 300P was selected after a rigorous product evaluation process that involved Golden LivingCenters' clinical staff, nurses and other business professionals.

“We specialize in recovery care. That means we are committed to helping our patients transition from post-acute, hospital care to being able to go home to be with their loved ones as quickly as possible. In the past, an SCA event could prevent that from happening,” said James Avery, M.D., Chief Medical Officer, Golden Living.

When sudden cardiac arrest occurs, the heart stops pumping blood to the rest of the body (including the brain) and the victim quickly loses consciousness. CPR alone will not restart the heart. The American Heart Association recommends defibrillation within three-to-five minutes for the best outcomes. After five minutes and every minute thereafter, an individual loses 10 percent of their brain function due to loss of oxygen. According to the Centers for Disease Control and Prevention (CDC), an SCA event occurs once every 34 seconds.

“This is the first time we’ve had [AEDs](#) available in our facilities and we chose the HeartSine samaritan PAD 300P defibrillator because it’s portable, easy-to-use, clinically advanced and requires minimal training,” Avery continued. “In addition, the 10-year warranty keeps our costs low throughout the life of the unit.”

“With its simple two-button operation and voice/visual prompts with clear instructions, the HeartSine samaritan PAD will guide rescuers through every step, including pad application, shock delivery and CPR,” said Marc Lawrence, HeartSine senior vice president. “We’re pleased to provide Golden LivingCenters with the power to save a life.”

eMed, Inc., a channel partner of HeartSine, will be installing nearly 800 samaritan PAD units throughout Golden Living’s network of facilities. eMed is providing Golden LivingCenters with its proprietary [Online Program Management Solution](#)[™] which includes installation, monitoring, tracking and maintenance of each HeartSine samaritan PAD.

“As part of our HeartSine solution, we conducted a comprehensive evaluation of each Golden Living facility, including the parking lots, to determine the number of AED units that would be installed and where they would be located,” said Ben Wellons, President/CEO, eMed. “Due to our efforts, Golden Living staff can quickly gain access to a samaritan PAD 300P and provide lifesaving defibrillation treatment to the victim within the AHA-recommended time of three minutes, providing the best possible outcome for recovery.”

“Sudden cardiac arrest usually strikes without warning. With the HeartSine samaritan PAD available in all Golden LivingCenters, we’re confident that we’ll be able to provide safe and effective treatment for the best possible clinical and recovery outcomes,” said Avery.

About HeartSine Technologies

The mission of HeartSine[®], a world leader in personal and public access defibrillators, is to advance the deployment of lifesaving defibrillation therapy for the treatment of Sudden Cardiac Arrest in non-traditional areas of care. The HeartSine samaritan[®] PAD (Public Access Defibrillator) is specifically designed to meet all of the demands of public access use. Our entire line of AED products includes clinically advanced SCOPE[™] technology that optimizes the administration of lifesaving treatment. Our units are IP56 rated for durability and exceptional reliability to meet the unique environmental needs of public use, and they provide a lower total cost of ownership. HeartSine also offers a comprehensive portfolio of AED solutions that include planning, design, implementation and administration, enabling medical oversight, training and management of AED devices through a single point of contact.

HeartSine. It's lifesaving, pure and simple. For more information, please contact info@heartsine.com, call (866) 478-7463, ext. 112, or visit www.heartsine.com.

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