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FOR IMMEDIATE RELEASE

# Public Health Initiative Uses PocketCPR to Help Improve Cardiac Arrest Survival Rates

Arizona Program Aims to Train 100,000 Citizens through Youth Education

October 20, 2008—PAWTUCKET, R.I.—Bio-Detek, Inc., a wholly-owned subsidiary of ZOLL Medical Corporation (NASDAQ GS: ZOLL), today announced that their PocketCPR® device will be used in a statewide campaign to teach Arizona 6<sup>th</sup> through 12<sup>th</sup> graders how to correctly perform continuous chest compression CPR in the event of a sudden cardiac arrest (SCA). The goal of this Arizona initiative is to teach this technique to children so they can perform it properly and train family members.

To improve the rate of survival among SCA victims, the Arizona Department of Health Services' Save Hearts in Arizona Registry and Education (SHARE) Program launched the "Your Hands - Their Heart" program to encourage students to use their hands to be the victim's heart until emergency medical care arrives. "Your Hands - Their Heart" Kits, containing a short training video and a specially-modified PocketCPR device for practicing chest compressions, are being mailed throughout October to approximately 1,800 schools. The SHARE Program will be tracking the number of people trained and anticipates that, through this initiative, approximately 100,000 people will learn continuous chest compression CPR.

"As SCA is the number one cause of unexpected deaths in the United States, it is imperative that our citizens are educated on the proper way to perform continuous chest compression CPR, so they gain the confidence to assist in the event of an emergency," says Ben Bobrow, M.D., Medical Director, Arizona Department of Health Services, Bureau of Emergency Medical Services & Trauma System, SHARE Program. "Effective and immediate bystander CPR can triple a victim's chance of survival."

The PocketCPR is a small device that fits under the rescuer's hand and both prompts the rescuer to take specific steps in the event of an SCA and coaches the rescuer in the delivery of high-quality chest compressions. It does this by measuring the actual depth of each compression and providing audio and visual feedback to the user. The PocketCPR uses Real CPR Help® technology, the same technology available in all ZOLL defibrillators.

"The PocketCPR is an important component of the Your Hands – Their Heart school kit. Studies have shown that audible prompting during CPR can improve the quality of compressions delivered. In cases of SCA, correct rates and depth of chest compressions are essential to successful resuscitation," says Mark H. Totman, President, Bio-Detek Inc. "The PocketCPR is so simple to use that we believe children as young as 11 or 12 can benefit from learning how to provide quality CPR."

#### **About Sudden Cardiac Arrest**

In the United States alone, approximately 325,000 people die every year from SCA. According to the American Heart Association, approximately 95 percent of SCA victims die before reaching the hospital. One of the biggest obstacles to assisting victims of SCA is that bystanders are reluctant to perform CPR. They are either not trained, are unwilling or lack the confidence to initiate CPR in an emergency. When high quality CPR is not initiated, the chance of survival decreases approximately ten percent per minute.

#### **About The SHARE Program**

The SHARE Program was developed by the Arizona Department of Health Services, Bureau of Emergency Medical Services and Trauma System (BEMSTS) in collaboration with the University of Arizona Sarver Heart Center. The SHARE initiative promotes public awareness, public education, data collection and research about cardiac arrest. Most of all, SHARE is designed to improve the quality of treatment for out-of-hospital cardiac arrest (OHCA) and seek new strategies to save lives. For more information about the SHARE Program, please visit <a href="https://www.azshare.gov">www.azshare.gov</a>.

### About Bio-Detek, Inc.

Bio-Detek, Inc., is a wholly owned subsidiary of ZOLL Medical Corporation based in Pawtucket, R.I. A manufacturer of ECG, pacing, defibrillation and multi-function electrodes, Bio-Detek is dedicated to the design and manufacture of electrodes, including defibrillation electrodes with Real CPR Help capability for the medical device community. For more information, visit www.bio-detek.com or www.pocketcpr.com.

## **About ZOLL Medical Corporation**

ZOLL Medical Corporation is committed to developing technologies that help advance the practice of resuscitation. With products for pacing, defibrillation, circulation, ventilation and fluid resuscitation, ZOLL provides a comprehensive set of technologies, including Real CPR Help and See-Thru CPR®, that help clinicians, EMS professionals and lay rescuers resuscitate sudden cardiac arrest or trauma victims. ZOLL also designs and markets software that automates the documentation and management of both clinical and non-clinical information.

ZOLL markets and sells its products in more than 140 countries. The Company has direct operations, distributor networks and business partners throughout the U.S., Canada, Latin America, Europe, the Middle East and Africa, Asia and Australia. 2008 marks the 25<sup>th</sup> anniversary of ZOLL's resuscitation product development. For more information, visit www.zoll.com.

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