

Quick Access to CPR and AED Saves a Life



Fire Chief
Mike Schwartz

At Sand Harbor in summer of 2008, a citizen and off-duty park employee witnessed a person in cardiac arrest. After calling 9-1-1, they quickly summoned help from park staff and then began administering CPR to the patient.

Park supervisors arrived on scene with a nearby AED. The AED analyzed the heart and delivered a life-saving shock that restarted the victim's heart beat. Shortly thereafter the North Lake Tahoe Fire Protection District (NLTFPD) arrived to continue advanced life support. The patient was transferred via CareFlight to a Reno hospital for further treatment. Today he is alive and well.

"The citizen rescuers and the very professional staff at Sand Harbor are truly heroes. They took the time to attend CPR/AED training in preparation for situations just like these. Additionally, the Park personnel had developed an EMS emergency plan which addressed the many facets of a successful resuscitation effort and finally, the gracious donation of an AED by Shakespeare Lake Tahoe and supported by the Nevada Project Heartbeat Program made all the difference," said Fire Chief Mike Schwartz.

"State Troopers are often the first responders to medical emergencies, and are often several minutes ahead of rural ambulances" added Nevada Highway Patrol Chief Chris Perry. Perry continued "It is my mission to provide all State Trooper patrol units with an AED, which could mean the difference between life and death of sudden cardiac arrest victims ... which is why we are exploring other funding options for future AEDs."



Chief Chris Perry
Nevada Highway
Patrol



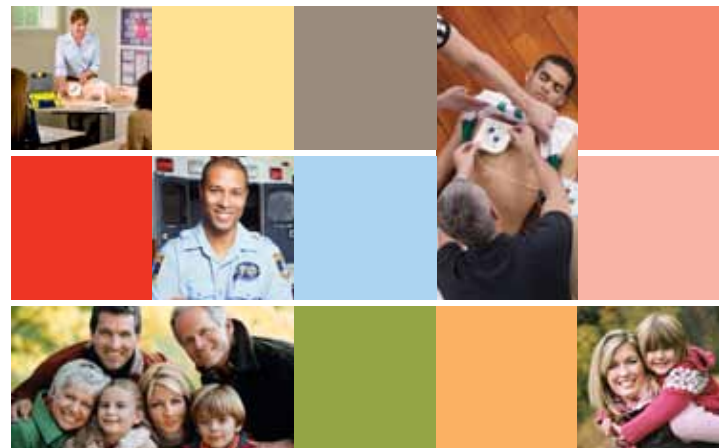
Helping Ordinary People Save Lives

In Partnership with
REMSA

North Lake Tahoe Fire Protection District
University of Nevada School of Medicine
State of Nevada EMS Health Division
Cardiac Science Corporation
American Heart Association
Humboldt General Hospital



NEVADA PROJECT HEART BEAT



Bring defibrillation to your workplace. It's really quite easy - and affordable. We can help you launch your own public access defibrillation program.

Nevada Project Heartbeat
877.333.4284
www.padprograms.com/nevada
nevada@padprograms.com

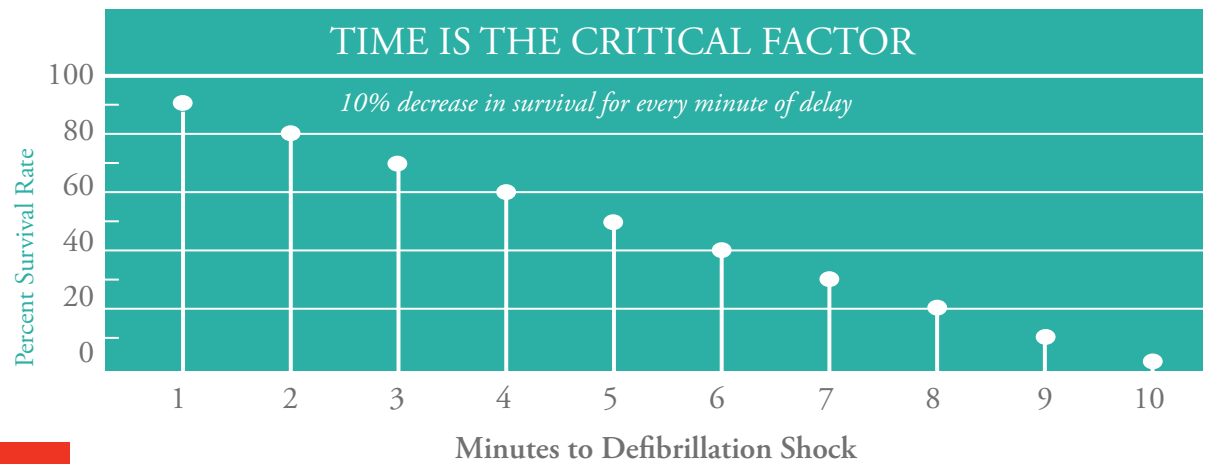


Project Heart Beat has one main goal: to save lives through early defibrillation because the shorter the time to defibrillation, the better the chance of survival.

To reach that goal, Nevada Project Heart Beat wants to make AEDs as accessible as fire extinguishers throughout our community via the Public Access Defibrillation (PAD) Program. With more AEDs in the community, everyday citizens become part of the emergency response system, increasing the likelihood that first responders can save a life.

We urge you to join the Nevada Project Heart Beat team. Your group, business, or organization can easily establish a PAD program which is accessible, affordable, and saves lives. The Nevada Project Heart Beat and Cardiac Science provide everything you need in creating a Heartsafe environment:

- + Powerheart® AED Deployment
- + Physician Medical Oversight
- + American Heart Association Training/Certification
- + Record Keeping and Data Collection
- + Complete Program Maintenance
- + Site Assessment
- + 24/7 on call service



THE LEADING CAUSE OF DEATH

The leading cause of death in the United States is sudden cardiac arrest. Sudden cardiac arrest strikes approximately 365,000 people in North America every year – yet many of those lives could be saved if communities were prepared to respond.

EVERY SECOND COUNTS!

A shock within one minute raises the chance of survival to 90%. In addition to CPR, most cardiac arrest victims need an immediate electrical shock to restore the heart's normal rhythm. In fact, the key to surviving sudden cardiac arrest is the speed of response. The shorter the time to defibrillation, the better the chance of survival. If a victim receives a shock within one minute, there is a 90% chance of resuscitation. If a victim waits ten minutes for a shock, the chance of survival drops to less than 5%.

AMERICAN HEART ASSOCIATION

CARDIAC SCIENCE

As a participating member of Nevada Project Heart Beat, the American Heart Association strongly encourages establishing PAD programs as an important way to save thousands of cardiac arrest victims' lives.

Cardiac Science [Nasdaq: CSCX] is honored to be the official AED supplier to Nevada Project Heart Beat. Cardiac Science manufacturers and markets the Powerheart® AED, providing customers around the world with the latest in life-saving AED technology. Rescue Ready® performance distinguishes Cardiac Science from competitors.

WHY DEFIBRILLATION IS IMPORTANT

Sudden cardiac arrest is commonly caused by ventricular fibrillation – when the heart's electrical impulses become irregular and the heart is not able to pump oxygen-rich blood throughout the body. To restore the heart to a normal rhythm, a defibrillation device sends an electrical current (a shock) through the erratic heart. These life-saving devices are known as automated external defibrillators or "AEDs."

AEDS SAVE LIVES

Most anyone can use an AED to save a life because the device is so user-friendly. Voice prompts talk responders through the steps. When responders apply the defibrillation pads, the AED automatically analyzes the heart rhythm and "knows" if a shock should be delivered. (Some models automatically deliver the shock, if needed, and other models, with one-button operation, empower rescuers to deliver the shock.)

Putting AEDs in public places saves lives – and we need your help!

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