



IMMEDIATE RELEASE

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**HeartSine to Focus on Public Access and Consumer Market,
New Products in Development**

(Newtown, Penn. - May 2, 2006) — HeartSine Technologies, a leading manufacturer of portable cardiac defibrillators, has announced its decision to focus exclusively on the public access and consumer market with devices such as its lightweight, user-friendly samaritan® PAD.

“When more than 80 percent of sudden cardiac arrest deaths occur at home, the future of this industry lies in an affordable, easy-to-use home appliance in much the same way that smoke detectors and fire extinguishers have become standard in our homes,” HeartSine President and CEO, J. Todd Derbin, wrote to distributors last week.

HeartSine is adding enhancements to its samaritan® PAD, while also moving to significantly reduce its cost. In addition, in early 2007, HeartSine expects to introduce new products that will further transform the public access and consumer market.

“Our samaritan® PAD and additional new products under development will soon be an obvious and responsible consumer health insurance policy, particularly for those in high risk categories,” Derbin said.

As a result of its decision to focus on public access and consumer devices, as of June 1, 2006, HeartSine will cease to market those items in its product line that are appropriate only for the medical and semi-medical professional market. Those products are:

<u>Product Number</u>	<u>Description</u>
SAM-001-XX	With ECG/text display and manual override options: Includes 2 sets of pads, Data-Pak battery pack
SAM-002-XX	With ECG/text display option: Includes 2 sets of pads, Data-Pak battery pack
SAM-003-XX	With text only display option: Includes 2 sets of pads, Data-Pak battery pack

To ensure a seamless transition period, HeartSine will:

- Continue to actively service and support the samaritan® AED products through June 1, 2011
- Support its existing devices in the market with spare and replacement parts for five years
- Honor its five-year warranty
- Offer an optional 2005 Guideline update
- Deliver any pending orders of products listed above that are confirmed by June 1, 2006, with delivery taken by June 30, 2006

These devices, as configured, are effective, efficient and safe for anyone with SCA and should be utilized for lifesaving therapy. More information is available at www.heartsine.com or 215-860-8100.

Founded in 1997, HeartSine's mission is to advance the deployment of lifesaving defibrillation therapy in non traditional areas of care through the development of unique technologies and quality products.

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