

ADVISORY

Satellite News Feed

Available Thursday, October 5th, 2007 at 2:15-2:30pm ET

Contact: Amy Sawade, 810.444.4201, amy@aha.org

American Heart Association Offers Affordable Heart Defibrillators for Household Use

According to the American Heart Association (AHA), nearly one death occurs every two minutes because of sudden cardiac arrest. AHA has teamed up with Abbott Labs to offer an affordable heart defibrillator model made for household use to prevent sudden cardiac arrest.

The B-Roll footage includes:

- Visuals of the new Automatic External Defibrillators (AED) in a family's home
- Statistics showing 200,000 deaths this year from sudden cardiac arrest
- Visuals showing AEDs increase chance of survival by 50%
- The HomeHeart model being used on a training dummy
- Volunteers making the AED and stocking AHA vans for distribution

Soundbites include:

- Susan Aorta, President of the American Heart Association
 - How HomeHeart is essential for any household
 - Increases chance of survival
 - Both organizations volunteered time to make the product so it was less expensive
- Robert Mays, President of Abbott Labs
 - Why people are hesitant about wanting an AED

How to localize:

Have local AHA staff operate the HomeHeart AED on a training dummy to show the ease of the process as well as local volunteers receiving training for the product.

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VNR Script

October 4th, 2007

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Suggested Lead: Heart defibrillators, once for nurses, paramedics, and flight attendants, are now affordably priced for consumers to own in their homes.

| AUDIO | VISUALS |
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| <p>VO: A partnership between the American Heart Association and Abbott Labs has made these easy-to-use Automatic External Defibrillators, or AEDs, available for \$125.00.</p> | <p>AED sitting in a family’s home. Children running around it.</p> |
| <p>SOT (Susan Aorta, President, American Heart Association): HomeHeart, our consumer AED model, is essential for any household. Emergencies can happen at any time and we are finally able to offer an affordable way for consumers to be prepared.</p> | <p>Susan Aorta President, American Heart Association</p> |
| <p>VO: Statistics show that more than 200,000 Americans die of sudden cardiac arrest every year. Up to 50,000 of these deaths could have been prevented if someone had used an AED to begin the life-saving process.</p> | <p>Chart showing number of cardiac arrest deaths in recent years, showing 2007 with 200,000 deaths. Demonstration of AED on training dummy.</p> |
| <p>SOT (Susan Aorta, President, American Heart Association): The HomeHeart also assists with CPR if your loved one should need it. The immediate response that the AED can provide will increase the chance of survival by 50%.</p> | <p>Susan Aorta President, American Heart Association Visual block quote “50% increase of survival with AEDs”</p> |
| <p>VO: The American Heart Association and Abbott Labs produced the HomeHeart model at such an affordable price because they had the help of volunteers.</p> | <p>AHA and Abbott Lab volunteers on the assembly line and carrying HomeHeart boxes and loading into AHA van. Vans driving away.</p> |

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| SOT (Susan Aorta, President, American Heart Association): “We care so much how many potential lives it can save that our employees volunteered their time to design and assemble the model. Other models can cost over \$1000 but we knew it would not be affordable for every person to have it their home.” | Susan Aorta President, American Heart Association |
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Suggested Anchor close: The HomeHeart defibrillators can be purchased at any American Heart Association office as well as on their web site.

Additional Soundbites:

Robert Mays, President, Abbott Labs

“The problem is that many people doubt their need for such a device, or their ability to use medical equipment. But the HomeHeart model walks them through each step of the process.”