

## A Survivor's Story....

"I was dead," says Tom Davison, a Twin Cities, Minneapolis firefighter. His wife, Kathy, also a firefighter, laid him out on the floor after he suddenly collapsed in their kitchen and then she and her daughter, Sarah, began administering CPR.

They also called 911. Tom's brother, John, another firefighter, answered the call. Luckily, he brought a Cardiac Science AED along with him. "It shocked him the first time," says Kathy, "and then called for no shock. Then it shocked him three more successive times. And then we got him back."

Start a  
defibrillation  
program today

1-800-757-2929



Kathy Davison -  
Minneapolis Firefighter  
with a Cardiac Science AED.



Minneapolis Project Heartbeat

In partnership with....

City of Minneapolis  
Minneapolis Fire Department  
IAFF Local 82  
American Heart Association  
Cardiac Science, Inc.  
Hennepin Faculty Associates (HFA)



CARDIAC SCIENCE

Nasdaq: DFIB



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[www.ci.minneapolis.mn.us](http://www.ci.minneapolis.mn.us)

## Sudden Cardiac Arrest



The leading cause of death in the United States is sudden cardiac arrest. **Over 465,000 people die each year from sudden cardiac arrest.**

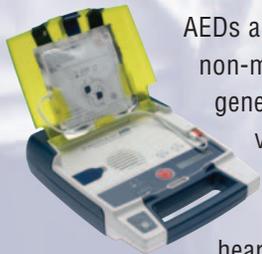
The most common cause of sudden cardiac arrest is ventricular fibrillation - when the heart's electrical impulses become irregular and the heart is unable to pump oxygen rich blood throughout the body.

## What is Defibrillation?

Defibrillation sends an electrical current through an erratic heart to restore an organized rhythm.

Today, there are devices known as Automated External Defibrillators or "AEDs." These devices are safe, effective and an easy to use method of restoring the heart to a normal rhythm.

## AEDs Save Lives



AEDs are designed to be used by non-medical personnel. The new generation of AEDs analyzes a victim's condition and if necessary, delivers an electrical shock to the heart to reverse sudden cardiac arrest. One-button operation with clear voice directions and automatic analysis enables a person with minimal training to use the device.

## Minneapolis Project Heartbeat



Minneapolis's Public Access Defibrillation Program, **Project Heartbeat** has one main goal: **"to save lives through early defibrillation."** To reach that goal,

Minneapolis Project Heartbeat's objective is to make Automated External Defibrillators (AED) as accessible as fire extinguishers throughout our community. Join the Minneapolis Project Heartbeat team. Your group, business or organization can easily establish an AED program which is accessible, affordable and saves lives.

**Minneapolis Project Heartbeat and Cardiac Science** provide everything you need in creating a **"Heartsafe Environment."**

- **Industry leading AED technology with comprehensive AED/CPR training programs**
- **One-stop shopping, single point of contact**
- **Complete program management—Scheduling, Coordination, and Logistics**
- **American Heart Association certification and student materials**
- **Experienced Minneapolis Project Heartbeat educators**
- **Medical prescription, oversight, and post-event consultation**
- **On-line access to program information ensures compliance and proper record-keeping**

## Cardiac Science, Inc.

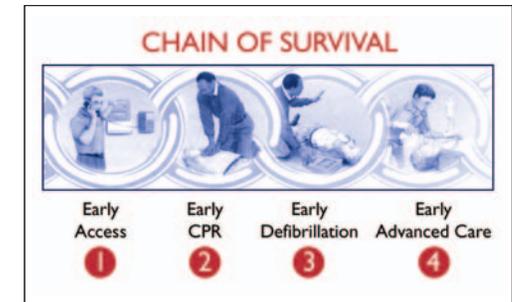
**Cardiac Science, Inc.** (Nasdaq: DFIB) is honored to be the official AED supplier to Minneapolis Project Heartbeat. Cardiac Science manufactures and markets the Powerheart® AED, providing customers around the world with the latest in life-saving AED technology.

## American Heart Association



As a participating member of Minneapolis Project Heartbeat, the **American Heart Association strongly encourages establishing Public Access**

**Defibrillation (PAD)** programs as an important way to save lives of thousands of cardiac arrest victims.



## When Every Second Counts The Time is Now !!!

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

**Start a defibrillation program today**

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