

Ron McElliott

Our AED Angel Inspiration



Life is precious. Yet, like many of us, I took the routines of daily life for granted. I awoke each day, made plans, fulfilled goals, and felt assured that old age would be my biggest challenge. But, on October 17, 1999, the comfortable routines of my daily life ceased unexpectedly when I lost my husband and best friend to cardiac arrest.

A picture of health, Ron was 56 years old and competing in a local 10K run. Ron collapsed and was unconscious from cardiac arrest after completing the race. At that moment, I lost my best friend, husband, dedicated father and grandfather. Ron gave back to his community, listened, mentored, and inspired so many to go beyond their potential. I continue to ask the question, "Why did this happen?"

An AED was not available for Ron and so these questions will remain unanswered, but in his memory, I am passionate in furthering the message that AEDs save lives.

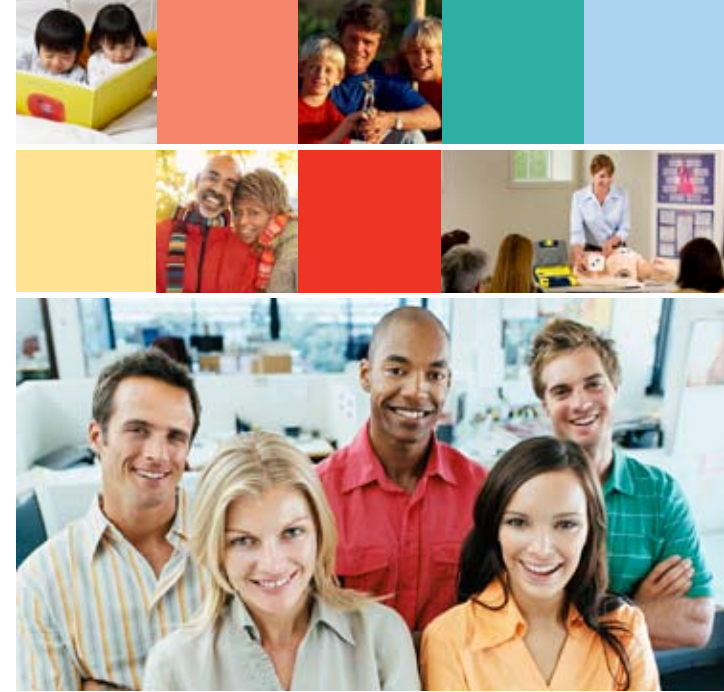
Combining the expertise of Cardiac Science, the American Heart Association, San Diego Medical Services Enterprise, and other entities, we have created an AED Angel donation program to further awareness and accessibility to AEDs in our community. You can be an AED Angel and be a part of making sure these vital life-saving devices are available throughout San Diego. With your help, lives can be saved and their families can continue to cherish the routine of their daily lives.

Karen McElliott
AED Advocate

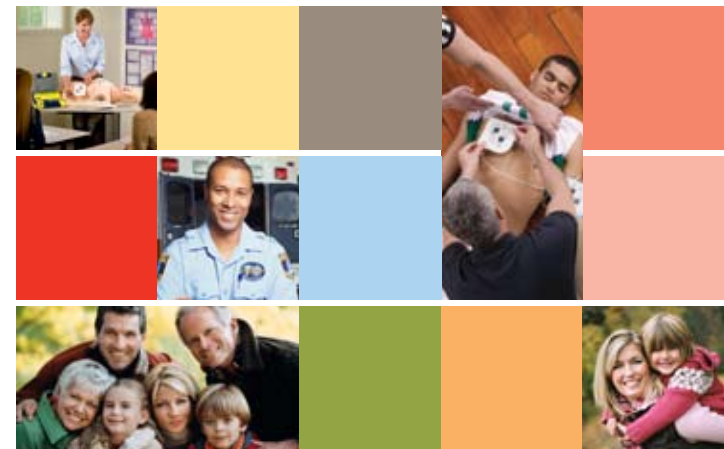


Helping Ordinary People Save Lives

In Partnership with
San Diego Medical Services Enterprise, LLC
City of San Diego
San Diego County Board of Supervisors
Cardiac Science Corporation
American Heart Association
IAFF Local 145



SAN DIEGO PROJECT HEART BEAT



Become an AED Angel. With as little as a completely tax-deductible \$25 donation, you can help us bring AEDs to low-income, not-for-profit, and 501(c)(3) organizations. Call us at 866.4HEARTU or send your donation to:

San Diego Project Heart Beat
10405 San Diego Mission Road, Ste. 100
San Diego, CA 92108
www.sdprojectheartbeat.com

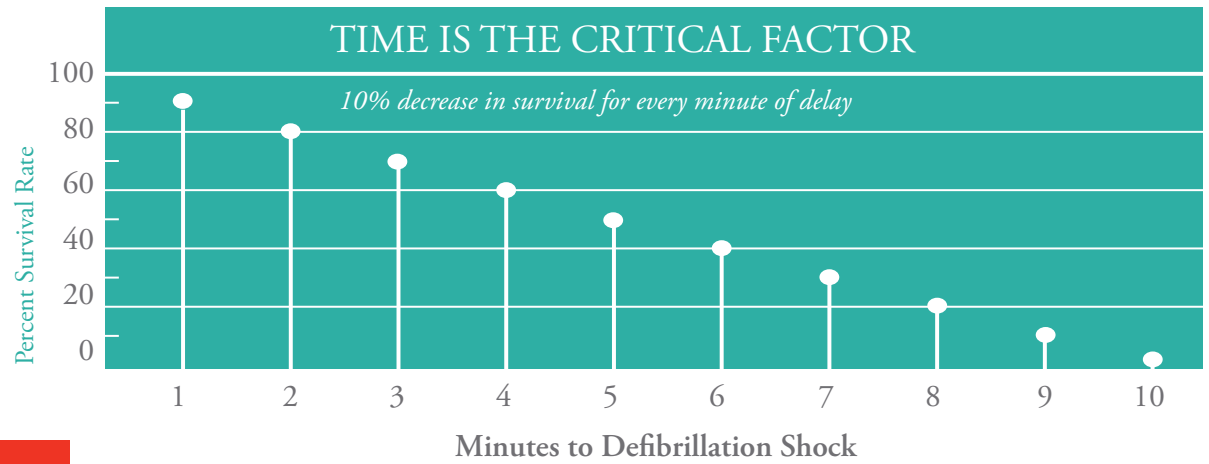


Project Heart Beat has one main goal: to save lives through early defibrillation because the shorter the time to defibrillation, the better the chance of survival.

To reach that goal, San Diego Project Heart Beat wants to make AEDs as accessible as fire extinguishers throughout our community via the countywide 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 San Diego Project Heart Beat team. Your group, business, or organization can easily establish a PAD program which is accessible, affordable, and saves lives. San Diego Medical Services Enterprise offers assistance in establishing all elements required in a PAD program:

- + 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 the U.S. 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

As a participating member of San Diego 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

Cardiac Science [Nasdaq: CSCX] is honored to be the official AED supplier to San Diego Project Heart Beat. Cardiac Science manufactures 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!

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

866.4HEARTU
619.243.0909
www.sdprojectheartbeat.com

