



DEFIBRILLATORS FOR YOUR FOOTBALL CLUB

Act today. You could save
a player tomorrow.





Sudden cardiac arrest - a football tragedy

In the span of just a few days in 2007, three young football players were lost to sudden cardiac arrest.

Antonio Puerto of Sevilla was stricken during a game. Zambian striker Chaswe Nsofwa collapsed in a training match. Anton Reid of Walsall FC died during a training session.

Each is sad evidence that cardiac death can strike people of all ages – even athletes at the pinnacle of physical fitness. And it was a reminder about the vulnerability of the football world, where sudden cardiac arrest had claimed Cameroon's Marc-Vivien Foé in 2003 and Hungarian striker Mikós Fehér in 2004. Video captured Fehér walking and smiling – just 20 seconds before his heart stopped and he fell to the field, unconscious, never to rise again.

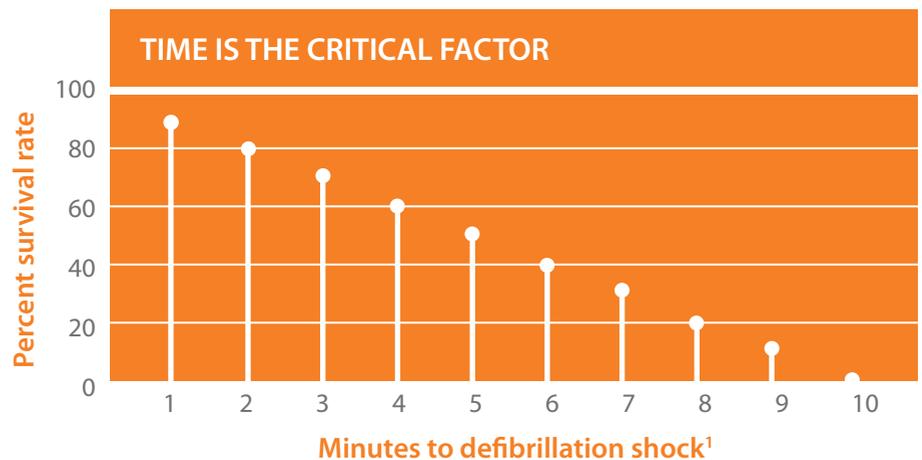
Sudden cardiac arrest can happen on the pitch anywhere, and it could happen at your club's football game next week.

Concern in the world of football

Sudden cardiac arrest is a leading cause of death worldwide, killing more than a million people annually.¹

A victim's chances of survival depend on how quickly shock can be delivered from an AED. Defibrillation within three minutes can raise the chance of survival to 70 percent.²

But local ambulances rarely respond that quickly. Your team needs an AED close by.



Your players are your #1 asset

A study of 187 European sports arenas found that more than 25 percent lack AEDs.³ Many were ill-equipped to respond if a spectator, player, or official suffers acute heart failure.

If this is the case for your club, you want to get a defibrillator now. Next weekend's game could be the time when sudden cardiac arrest will strike.

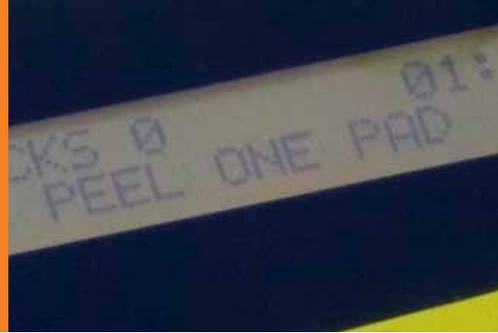
You can make heart safety a reality for your club

You'll find that creating an AED program for your club is easy. Cardiac Science can help you with training, medical oversight, and maintenance tracking.

¹ American Heart Association, 2009 Heart and Stroke Statistical Update. Dallas, Texas" American Heart Association, 2009. European Resuscitation Council, Basic Life Support & Automated External Defibrillation Course, April 2006

² American Heart Association, 2009 Heart and Stroke Statistical Update. Dallas, Texas" American Heart Association, 2009.

³ European Society of Cardiology. *Time for action regarding cardiovascular emergency care at sports arenas: a lesson from the arena study.* Mats Borjesson, Dorian Dugmore, Klaus-Peter Mellwig, Frank van Buuren, Luis Serratos, Eric E. Solberg, Antonio Pelliccia on behalf of the Sports Cardiology Section of the European Association of Cardiovascular Prevention and Rehabilitation, 2010.



Imagine saving a life

Thomas Faarup was playing old boys' football with friends in Eskildstrup, Denmark, when he collapsed from sudden cardiac arrest.

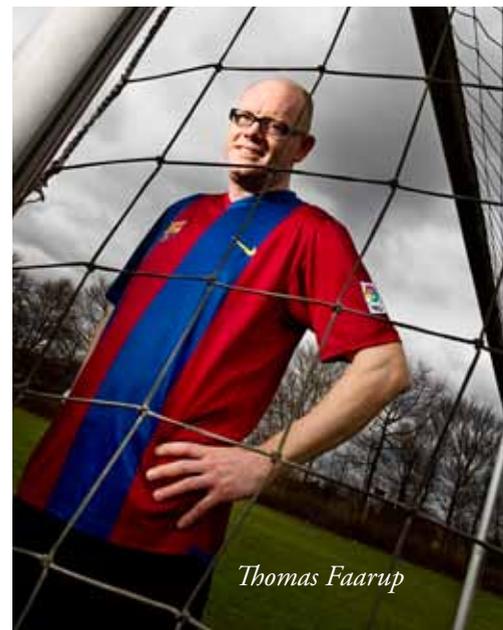
The referee and two other players rushed to give him first aid, including artificial respiration and heart massage. But what saved Faarup's life was a decision someone on the home team made months before: They put an automated external defibrillator in the team clubhouse. Players brought the AED to the field, attached the pads to Faarup's chest. The AED identified a shockable rhythm and administered therapy that restored Faarup's heartbeat.

By the time the ambulance transported him to the hospital, he was conscious and able to talk.

Cardiac Science works with you

We've been helping sports teams and clubs set up heart safety programs longer than anyone in the industry. We sell our AEDs throughout the world and support global customers with a network of in-country distributors. With Cardiac Science, you get:

- + Customized implementation. We will help you determine the optimal quantity and placement for the devices at your sports arena or clubhouse. We provide project managers and a dedicated Customer Care team.
- + A training program that fits your schedule. We schedule training when and where you want it.
- + Comprehensive service. For those who choose to work with us exclusively, we can educate, keep required records, and provide medical oversight for you. We're unaware of anyone else who offers such a comprehensive program.



Thomas Faarup

3 reasons to choose a Powerheart® AED G3 Plus



1. Reliability.

- + The device is Rescue Ready®, meaning it self-tests the battery, hardware, software, and defibrillation pads daily to ensure it works when you need it.

2. Ease of Use.

- + The RescueCoach™ voice prompts and metronome guide you through a very stressful rescue situation.
- + The device knows when to (and when not to) deliver the shock.
- + The text screen lends extra help in noisy and chaotic environments.

3. Assurance.

- + Each AED is under warranty for seven years – one of the longest in the industry. We also provide a four-year, full operational guarantee on the Intellisense® lithium battery (item 9146) used on G3 Plus defibrillators.

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