



HeartSine®

Lifesaving technology designed for the real world



May 11, 2010

HEARTSINE TECHNOLOGIES SUPPORTS “RUN FOR SARAH” BENEFIT EVENT

Six years after the death of 12-year-old Sarah Friend due to Sudden Cardiac Arrest (SCA) at a water park in North Richland Hills, Texas, HeartSine Technologies has joined the Sarah Friend Heart Foundation in sponsoring the 2010 “Run for Sarah” event.

The 5th Annual “Run for Sarah” event, which includes a one-mile fun run and a timed 5k run/walk, will take place on Saturday morning, May 22nd. The starting point for the event will be at the Birdville Fine Arts Athletic Complex in North Richland Hills.

Entry fees and donations to the event will be used to raise public awareness about Sudden Cardiac Arrest in kids as well as the need for automated external defibrillators in all schools and public places.

“We are honored to be part of this grassroots organization that is doing so much good in the Dallas-Fort Worth area,” said Gregory Cash, CEO of HeartSine Technologies, Inc. “So we are donating a HeartSine® samaritan® PAD automated external defibrillator and a HeartSine Trainer/Demo unit to this important cause.”

The samaritan PAD will be awarded to the school with the highest level of participation in the 2010 “Run for Sarah.” The Trainer/Demo unit will be used to educate people in area schools about AEDs. This is an important factor because, often, SCA patients need help before professional care providers arrive at the scene.

“We are grateful to have HeartSine as a supporter of the 2010 Run for Sarah,” says Laura Friend, Sarah’s mother. “It is through collaborations with key stakeholders that we can accomplish our mission and save young lives.”

About Sarah Friend Heart Foundation (www.runforsarah.com)

The mission of the Sarah Friend Heart Foundation is, first and foremost, to make sure that Sarah Friend is never forgotten. In Sarah’s memory, the foundation is committed to building public awareness about Sudden Cardiac Arrest (SCA) in kids and the need for automatic external defibrillators in all schools and public place. This year’s “Run for Sarah” is expected to draw more than 1,000 participants. Additional Information: 817-581-2011.

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About HeartSine Technologies (www.heartsine.com)

A world leader in personal and public access defibrillators, HeartSine's mission is to advance the deployment of lifesaving defibrillation therapy in non-traditional areas of care through the development of proprietary technologies and quality products. Its HeartSine samaritan PAD is a sophisticated, lightweight automated external defibrillator designed for rescuers of all skill levels and is ideal for sports facilities, schools, churches and all businesses.

Additional information: info@heartsine.com; (866) 478-7463, ext. 112