



PRESS RELEASE

Opto Circuits' company Cardiac Science re-enters Japanese market for AEDs with an exclusive sales agreement with Omron Healthcare

Powerheart G3 AED received regulatory clearance from the Japan Ministry of Health, Labor, and Welfare

Bengaluru, India | Bothell, USA | July 8, 2011

Cardiac Science Corporation (an Opto Circuits (India) Ltd. company) today announced that it has entered into an exclusive distribution agreement with **Omron Healthcare Co. Ltd.** to distribute the JMHLW approved **Omron Automated External Defibrillator Powerheart G3 HDF - 3000** in Japan. Omron, a leading healthcare company dedicated to the prevention of heart disease, will distribute the AEDs through its home-use and medical healthcare devices division and will optimally utilize sales channels of business partners.

Vinod Ramnani, Chairman and Managing Director, Opto Circuits, commented: "We are pleased to partner with a well known brand like Omron Healthcare to gain a strategic re-entry into the lucrative Japanese market with our emergency life saving product. We consider this to be an important milestone for the Opto Circuits Group."

Japan is the second largest Automated External Defibrillator (AED) market in the world with 65,000 AEDs sold annually. In 2004, the Japanese government passed a law permitting the common man to operate AEDs, prior to which, AEDs were operated only by designated healthcare professionals. This led to a surge in the installation of AEDs at public facilities; Japan now has 270,000 units installed nationwide.* The Japan Heart Foundation states: "Ideally, in large facilities, one should reach an AED in one minute, bring it back in one minute, and use it in one minute".

Dave Marver, Chief Executive Officer, Cardiac Science Corporation, said: "We are proud to partner with Omron Healthcare to distribute our Powerheart AEDs in Japan. They are a highly reputable company with an impressive sales and service capability. We were once AED market leaders in Japan and we look forward to reclaiming that status with Omron as our trusted partner."

Cardiac Science and Omron Healthcare are currently engaged in market launch preparations, with commercial release and first revenue sales expected in August, 2011.

* Source: Japan Heart Foundation, 2009

(Continues)

About: [Omron Healthcare](#)

Omron Healthcare Co. Ltd. is based out of Kyoto, Japan. Omron Healthcare Group is a market leader in blood pressure monitoring with over 100 million of its monitors sold worldwide to date. Omron Healthcare is committed to offering clinically proven, innovative weight management and thermometry products and devices for use in treatment of respiratory conditions, as well as medical devices for hospitals, clinics, and physician offices. Additionally, Omron Healthcare offers a Web-based service which is designed to provide a health self-monitoring system and professional advice with the aim of helping people improve their quality of life.

About: [Cardiac Science](#)

Cardiac Science, a group company of [Opto Circuits \(India\) Ltd.](#), develops, manufactures, and markets a family of advanced diagnostic and therapeutic cardiology devices and systems, including automated external defibrillators ([AED](#)), electrocardiograph devices ([ECG/EKG](#)), cardiac [stress treadmill](#) and systems, [PC-based diagnostic workstations](#), [Holter](#) monitoring systems, hospital defibrillators, [vital signs monitors](#), [cardiac rehabilitation](#) telemetry systems, and [cardiology data management](#) systems (informatics) that [connect with hospital information \(HIS\)](#), [electronic medical record \(EMR\)](#), and other information systems. The company sells a variety of related products and consumables and provides a portfolio of training, maintenance, and support services. Cardiac Science, the successor to the cardiac businesses that established the trusted [Burdick®](#), [HeartCentrix®](#), [Powerheart®](#), and [Quinton®](#) brands, is headquartered in Bothell, Washington. With customers in almost 100 countries worldwide, the company has operations in North America, Europe, and Asia. For information, call 425.402.2000 or visit <http://www.cardiacscience.com>.

About: [Opto Circuits](#)

Headquarters: Bengaluru, Karnataka, India
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Opto Circuits (India) Ltd. (OCI) is an MNC in the business of design, development, manufacture and marketing of healthcare equipment and medical interventional products. The product profile includes USFDA-listed, CE-marked cardiac and vital signs and cardiology monitoring systems, anesthesia and respiratory care equipment, automated external defibrillators, stents, catheters, body implants and consumables. Some of OCI's well-known brands are [Cardiac Science](#), [Criticare](#), [Eurocor](#), [Ormed](#), [Mediaid](#) and [Unetixs Vascular](#). The company's key markets are North America, Europe and BRIC countries.

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