



FOR IMMEDIATE RELEASE

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Atrus develops customized AED registry for Nevada Project Heartbeat

Service will support AED owners in complying with state statute.

Boca Raton, FL –Atrus, Inc., creators of the National AED Registry™, announced that it has contracted with Nevada Project Heartbeat to provide a customized version of its automated external defibrillator (AED) registry to the Project.

Created in 2006, the goal of Nevada Project Heartbeat (NPH) is to improve the survivability of Sudden Cardiac Arrest (SCA) in the State of Nevada. It was the first state-wide Public Access Defibrillation (PAD) program in the United States. The Project has been raising citizen awareness of SCA and providing places of business, public agencies, and other organizations with the tools and training needed to make Automated External Defibrillators (AEDs) accessible, affordable, and potentially life-saving.

In March 2009, the Nevada Legislature enacted NRS 450B.610 which requires the Health Division of the Department of Health and Human Services to establish and maintain a database containing certain information concerning automated external defibrillators in the State. With their registry, powered by Atrus' registry software, Nevada Project Heartbeat is providing an infrastructure that allows the owner of an AED in Nevada to register the defibrillator with the Health Division.

Michael Schwartz, NPH Vice President, says "Nevada Project Heartbeat and its affiliates are committed to facilitating a state wide Public Access Defibrillation (PAD) umbrella program supporting organizations, municipalities and individuals with their local defibrillation and training networks." Schwartz is the EMS Battalion Chief for North Lake Tahoe Fire Protection District.

In addition to meeting Nevada's statutory registration requirements (NRS 450B.610), the Registry will generate regular email reminders for users to periodically check the device to ensure it is in working order. Registered users will also receive reminders to replace electrode pads and batteries which are nearing expiration date. The registry is free to users.

"The State of Nevada EMS office has supported Nevada Project Heartbeat since its inception", Patrick Irwin, the State's EMS Program Manager said. "The partnership has proved itself over and over again as AEDs have been distributed statewide and successfully used. This next step and partnership with Atrus supports the original intent of legislators in Nevada to track the use and readiness of AEDs across our great state without a cost to our tax payers. Our residents and visitors will now be protected at a Next Generation technology level and we are positioned to use that technology as it changes and as new opportunities present themselves."

In making the announcement, Atrus President and CEO, Elliot Fisch, said "Nevada Project Heartbeat is a leader in state-wide Public Access Defibrillation programs. Providing this free service to AED owners will go a long way to assure that the devices are maintained correctly and will be operationally ready when and if needed."

Atrus' AED Link™ system can make registered AED information available to 911 dispatchers so they may guide a caller to the nearest AED in the event of a cardiac emergency. "Currently publicly available AEDs are rarely used in an emergency because people can't see them and 911 dispatchers are unaware they are nearby," Mr. Fisch remarked. "We look forward to working with 911 agencies in Nevada to close this missing link in the chain of survival."

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About Sudden Cardiac Arrest

Sudden cardiac arrest is a leading cause of death in the United States, killing more than 300,000 people annually. Compact and portable, AEDs are designed to be used by laypeople with little or no training, delivering a shock that can save a victim's life before paramedics arrive.



About Atrus

Atrus' products and services improve the ability of 911 dispatchers to provide faster lifesaving automated external defibrillator (AED) response within a community. Atrus' AED Link™ software notifies 911 centers of nearby AED location information from its National AED Registry™ to substantially increase the coverage range of public access AEDs. Atrus has AED Link installations in Minnesota, California, Florida and Canada.

To learn more, go to www.atrusinc.com.

About Nevada Project Heartbeat

Nevada Project Heartbeat (NPH) is a registered Not-For-Profit (501(c)3) corporation. The corporate structure is inclusive of leading local health organizations across the state of Nevada. For more information on how your organization or business can establish and benefit from a heart safe environment please contact NPH at 1-877-33-4284 or nevadaprojectheartbeat@gmail.com. Whichever method of contact you choose, do it today.