



## ZOLL Medical Receives 2010 North American Market Leadership Award from Frost & Sullivan



ZOLL Medical Corporation, a manufacturer of medical devices and related software solutions, has received the Frost & Sullivan 2010 Market Leadership Award for the North American external defibrillator market. ZOLL was recognised by Frost & Sullivan as the company that has demonstrated excellence in capturing the highest market share within its industry. ZOLL has developed and markets solutions that have revolutionised critical care and advanced the practice of resuscitation through defibrillation and monitoring, circulation and CPR feedback, data management, and fluid resuscitation.

“ZOLL’s products continue to embody innovation and bring new capabilities that improve the diagnosis, treatment and management of cardiac care. The result is better clinical outcomes and quality of life for patients,” said Gary Burk, Frost & Sullivan Analyst. “ZOLL’s ongoing commitment to improving resuscitation technology helps drive new standards. Its integrated product portfolio delivers industry-leading solutions that assist first responders, healthcare professionals, government and military entities, and lay rescuers in patient care.”

“This Frost & Sullivan Award recognises our ongoing commitment to researching and developing improved ways to advance cardiac care with resuscitation technologies,” said Jonathan A. Rennert, President of ZOLL. “We’ve made significant strides with such industry breakthroughs as Real CPR Help and See-Thru CPR, and now see significant potential with our broadened reach into data management and temperature management for future growth for improving patient care.”

For the Market Leadership Award, the following criteria were used to benchmark ZOLL Medical’s performance against key competitors:

- Breakthrough approach/degree of differentiation/innovation compared to other market participants
- Product innovation in terms of unique or revolutionary technology
- Penetration rate of new markets
- Significance of innovation in the industry
- Leading proactive initiatives to improve value to customers
- Advancement of the industry through research
- Implementation of a new or unique pricing strategy

- Implementation of a new or unique marketing strategy
- Creating new venues, such as online services, for an established product

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