

PHILIPS COLLABORATES TO DEVELOP NEW CLINICAL TOOLS TO AID PATIENTS SUFFERING FROM COMPLEX HEART RHYTHM DISORDERS

Royal Philips Electronics (NYSE: PHG, AEX: PHI) announce an agreement with Bard Electrophysiology, a division of C.R. Bard Inc., to co-develop new clinical tools that will be designed to help to meet the needs of electrophysiologists and aid patients suffering from cardiac arrhythmias.

Challenging arrhythmias require electrophysiology (EP) technologies to pinpoint and treat problem areas within the heart's electrical circuitry during an interventional procedure. As EP procedure volume increases worldwide, clinicians are requesting intuitive advanced tools to help shorten procedure times and gain detailed visualisations for interventions. Cardiac arrhythmia can lead to serious health risks and atrial fibrillation is found in about 4.5 million Europeans. With robust EP technologies, clinicians may be better able to evaluate and diagnose abnormalities in the heart's electrical activity.

The goal of the combination of Bard's LabSystem™ PRO EP Recording System and Philips' EP navigator and the Allura Xper FD series is to provide electrophysiologists with a faster and easier way to integrate image guidance with mapping and analysis of complex arrhythmias, while offering insights for more accurate interventional navigation. EP physicians and lab staff may also benefit from improved workflow in the EP Lab due to integration and compatibility between Philips and Bard technologies.

"Providing simpler and more intuitive approaches to the management of complex arrhythmias is something that fascinates me. Significant advancements in science and technology are frequently made when two seemingly dissimilar techniques are merged. The collaboration between Bard Electrophysiology and Philips is very promising and I look forward to learning more about the potential for these new technologies in my practice," comments Dr. Michael V. Orlov, director of Arrhythmia Service at Caritas St. Elizabeth's Medical Center of Boston and an Associate Professor of Medicine at Tufts University School of Medicine.

"Philips is dedicated to simplifying heart rhythm care. The relationship with Bard exemplifies our strategy of collaborating with best-in-class companies to develop solutions that address the needs of the electrophysiologists and their patients," says Gerard Winkels, Vice President and General Manager, Electrophysiology, for Philips Healthcare. ***"The collaboration with Bard Electrophysiology will allow us to bring new clinical tools to the market, aimed at enabling our joint customers to***

perform EP procedures faster and more simply, and allow them to provide enhance care for their patients.”

“Dave Hemink, Vice-President and General Manager, Bard Electrophysiology says, “This alliance will provide us with the opportunity to fundamentally impact on the way in which we analyse and diagnose complex arrhythmias. We recognise that current solutions are complex and time-consuming. Together with Philips, we will work towards simpler approaches to these clinical challenges, with a focus on helping healthcare providers’ EP labs achieve greater business potential through expanded functionality and improved efficiencies.”

Clinical Image 002 – EP Navigator with segmented cardiac anatomy embedded in real-time fluoroscopy

Photo Berlin 045385 – Philips EP Navigator visualises 3DF cardiac anatomy and the position of catheters in real-time in one image in the EP interventional lab.

About Royal Philips Electronics

Royal Philips Electronics of the Netherlands (NYSE: PHG, AEX: PHI) is a diversified Health and Well-being company, focused on improving people's lives through timely innovations. As a world leader in healthcare, lifestyle and lighting, Philips integrates technologies and design into people-centric solutions, based on fundamental customer insights and the brand promise of “sense and simplicity”. Headquartered in the Netherlands, Philips employs approximately 128,000 employees in more than 60 countries worldwide. With sales of EUR 27 billion in 2007, the company is a market leader in cardiac care, acute care and home healthcare, energy efficient lighting solutions and new lighting applications, as well as lifestyle products for personal well-being and pleasure with strong leadership positions in flat TV, male shaving and grooming, portable entertainment and oral healthcare. News from Philips is located at www.philips.com/newscenter

About Bard Electrophysiology

Bard Electrophysiology, a division of C.R. Bard Inc., is a global company focused on the development and delivery of a broad range of devices for the diagnosis and treatment of cardiac arrhythmias. We offer the electrophysiologist a product portfolio including advanced RF ablation and mapping catheters, diagnostic catheters, EP recording systems and stimulators and intracardiac access products. Through our rich history of commitment to innovative products, unparalleled support and a dedication to education worldwide, Bard Electrophysiology continues to be a leader in the field of EP. For more information about Bard Electrophysiology, please visit us at www.bardep.com

