



## **Atrus Names Elliot R. Fisch as President and CEO**

*Company Co-Founder and AED Industry Executive appointed by new owners*

**Boca Raton, FL. – January 2, 2008** – Atrus, Inc. today announced the appointment of Elliot R. Fisch as president and chief executive officer. Founded in 2004, Atrus' first product, the AED Link™ system, is an innovative, end-to-end solution that helps 9-1-1 dispatch agencies substantially and cost-effectively increase the benefits of publicly placed automated external defibrillators (AEDs) deployed in a community.

The AED Link™ system offers mission-critical AED location data to 9-1-1 dispatchers via a regularly updated geographic information system (GIS) map layer. This map layer enables dispatchers to know the whereabouts of nearby registered AEDs so they can help those on-scene get these lifesaving devices to sudden cardiac arrest (SCA) victims faster, thereby increasing the chances that lives will be saved.

"The concept of AED Link™ came to us as we began to see more and more stories in the press of people dying of cardiac arrest in spite of the availability of a nearby AED" said Elliot R. Fisch, president and chief executive officer of Atrus. "An AED doesn't do anybody any good if nobody knows where it is in the time of need."

Today, publicly available AEDs are rarely retrieved and used because bystanders generally can't see them and 9-1-1 dispatchers are unaware they are nearby. In fact, public access AEDs are only used to help an estimated 0.5% of all SCA victims – typically when a device is visible within about 50 feet of the victim's location.

With AED Link™ subscribing public agencies are able to know the whereabouts of nearby registered AEDs and can expand from 50 feet to 300 feet the effective coverage range of each AED. Knowing AED location information enables 9-1-1 agencies to help increase the number of times AEDs are used from 0.5% to nearly 20%, a 3,500% increase. This difference is remarkable, and this benefit is achieved even without adding any new AEDs.

Atrus created and manages the National AED Registry™ ([www.NationalAEDRegistry.com](http://www.NationalAEDRegistry.com)). It is the first and only national database resource specifically designed to help improve SCA survival rates by rapidly linking AEDs, AED users and SCA victims. This information is used by the AED Link™ system to generate and transmit to 9-1-1 dispatchers the locations of registered AEDs at and nearby SCA victims.

Elliot R. Fisch is also the president of AED Now!, a distributor of Automated External Defibrillators. He is also in the process of forming the South Florida Chapter of the Sudden Cardiac Arrest Association (SCAA). Mr. Fisch holds a BBA and MBA from Georgia State University.

### **About Atrus, Inc.**

Atrus develops emergency response technologies to enable a more rapid lifesaving automated external defibrillator (AED) response within the community. Established in 2004, the company's vision is to help increase the survival rates for sudden cardiac arrest victims by making bystander response more effective and efficient. The company is privately-held. Additional information about Atrus is available at [www.AtrusInc.com](http://www.AtrusInc.com).

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