



Press Release

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Title Sorin LifeWatch is born: Snia and Card Guard join forces to lead the telemedicine market

News This Italian-Israeli venture will offer cutting-edge telemedicine and telecardiology services.

Milan/Tel Aviv/Zurich - July 23, 2001 - Snia, a world leader in cardiac surgery and one of the few companies in the world with a full line of products for the treatment of cardiovascular diseases, and **Card Guard**, the world's leading supplier of high-tech telemedicine systems and monitoring services, announced today the establishment of **Sorin LifeWatch**, a new 50-50 joint venture.

Marco Vitale, a highly respected member of Italy's business community who served recently as Special Commissioner for Milan's Ospedale Maggiore, was named Chairman of Sorin LifeWatch. Leopoldo Zauner, an executive with a proven track record in international medical technology companies, was appointed Chief Operating Officer.

The services provided by Sorin the Call Center can be accessed with a simple telephone call to the SLW Call Center, and are addressed to those who are required by doctors to monitor their conditions. For example, people who suffer from arrhythmias, patients who experienced a heart attack or wear an implanted pacemaker or defibrillator, or anyone concerned with their personal safety (senior citizens or people with a particularly busy lifestyle) can receive an immediate and professional diagnosis around the clock, wherever they may be (in the office, on vacation or at home, relaxing in an armchair).

All calls are answered promptly by technicians, who use interactive tools and show callers how to transmit their ECGs to the Call Center via telephone. All that SLW customers have to do is to place over their heart a compact (105x55x10 mm), non-invasive and wireless device that records their electrocardiogram (ECG). The device is then held over a telephone handset and the electrocardiogram is transmitted to the Call Center. A technician is constantly in direct contact and interacts with the caller, and is prepared to provide any additional guidance that may be necessary.

The ECG is then analyzed by a cardiologist who makes a diagnosis and chooses the appropriate course of action. For example, if the data indicate the occurrence of a high-risk situation (a heart attack, for example), the Call Center will immediately dispatch an ambulance, which will bring the patient to a qualified treatment center that will have access to the patient's clinical file in real time.

"The services and support supplied by Sorin LifeWatch will complement the care provided by a family physician or a specialist such as a cardiologist," said Umberto Rosa, Snia's Chairman and Chief Executive Officer. "This new venture," concluded Rosa, "is consistent with our strategy of focusing the Company on its Medical Technology business, with special emphasis on the treatment of cardiovascular diseases, an area in which every day our technologies help thousands of people throughout the world live longer and better lives."

Jacob Geva, Card Guard's Chairman and Chief Executive Officer, said: "We are very excited with this new strategic agreement, as it will strengthen our leadership position in the European market for both our technology products and remote monitoring services. SNIA is a powerful strategic partner, and our

combined synergies will enhance the capabilities of telemedicine and disease management centers, and will allow future expansion into other monitoring fields such as pulmonology, diabetes, hypertension, fetal monitoring and others."

Initially, Sorin LifeWatch will operate in the Milan metropolitan area, which has about four million inhabitants, about 10% of whom are potentially exposed to the risk cardiovascular diseases. The new venture, which will include a Call Center and a data management system, will become operational during the 4th quarter of 2001.

Card Guard Scientific Survival Ltd. is a leading medical technology company specializing in advanced telemedicine systems and services for patient populations ranging from high risk and chronically ill patients to ordinary consumers of health products. Card Guard is based in the Rabin Science Park, Israel, with subsidiaries in the United States, Europe, Brazil, Canada and Japan. In November 1999, Card Guard successfully completed an initial public offering on the SWX New Market in Zurich. In January 2000, Card Guard acquired the assets of LifeWatch Inc., the leading provider of telemedicine services, in August 2000 the assets of the Instromedix division of Alaris Medical Systems, Inc., a R&D, manufacturing and marketing entity, and in February 2001 Quality Diagnostic Services, Inc.(QDS), a leading provider of cardiac monitoring services. With these acquisitions, Card Guard has established itself as both a technology and device manufacturer and as a service provider in the monitoring services segment in the United States.

Snia is one of Italy's largest industrial groups with revenues of 1.266 billion euros in 2000. With its recent acquisition of ELA Medical it significantly strengthened its position as a global competitor in the medical technology market. Snia's products are used by all the major cardiovascular treatment centers in the world, which perform each year about 400,000 cardiac surgery procedures using extracorporeal circulation systems manufactured by the Group companies Dideco, Stoeckert and Cobe. More than 50,000 Sorin and ELA pacemakers, an equal number of coronary stents and 25,000 Sorin cardiac valves are implanted each year in patients all over the world.