

News Release

PHILIPS HEALTHCARE TO JOIN MEDEC, THE NATIONAL MEDICAL DEVICE ASSOCIATION *MEDEC TO LAUNCH NEW IMAGING SECTOR WITH INDUSTRY LEADER*

Toronto (January 30, 2008) – In a move demonstrating industry stewardship, Philips Healthcare, a Canadian leader in medical imaging and patient monitoring systems, has joined MEDEC, the national industry association representing Canada's medical device technology companies.

This move also marks the imminent launch of the MEDEC Imaging Sector, which will address issues that affect patient access to imaging technologies, such as Magnetic Resonance Imaging (MRI) and computed tomography.

“The imaging sector is extremely important to the treatment, prevention and maintenance of the health of Canadians,” said MEDEC President Stephen Dibert. “MEDEC is proud to have Philips Healthcare, an industry leader in the imaging sector, join our membership and start working with us on our mandate to advance health outcomes for Canadians by accelerating access to medical technologies.”

Through effective advocacy, targeted education and relevant and timely information, MEDEC works with governments and other stakeholders to improve the health of Canadians, and has done so through the work of its other sector-based committees in the areas of cardiac care, diabetes, vision care, orthopaedics and in-vitro diagnostics. The new Imaging Sector, triggered by Philips Healthcare's membership with the association, will increase the scope and impact of MEDEC's advocacy for patient access to medical technologies.

“As an organization focused on relationships, Philips Healthcare views membership with MEDEC as a natural way to expand our interaction with clients beyond the traditional bounds of vendor and customer,” said John Cieslowski, Vice President of Philips Healthcare. “Working with an organization that advocates for access to the technologies that our customers need to supply the best patient care is an important way that Philips Healthcare can provide solutions that make sense in the Canadian healthcare environment.”

About Philips Healthcare

Philips Healthcare offers a robust portfolio of medical systems including best-in-class technologies in X-ray, cardiovascular, ultrasound, magnetic resonance, computed tomography, nuclear medicine, PET, radiation oncology systems, patient monitoring products and healthcare

informatics. The goal of each product is clear -- faster and more accurate diagnosis and treatment. Philips Healthcare has been inventing and marketing innovative technologies for over a hundred years, and has been selling and servicing medical technologies in Canada since 1934. They are committed to providing innovative technology and solutions that enable healthcare providers to achieve the highest level of clinical excellence. As a global leader in the growing medical device and diagnostic industry, Philips Healthcare is well-positioned to deliver solutions with unique clinical benefits that meet healthcare's challenges today and in the future. The Canadian headquarters is located in Markham, Ontario and employs more than 365 Canadians.

About MEDEC

MEDEC is the national association created by and for the Canadian medical device industry. MEDEC is the primary source for advocacy, information and education on the medical device industry for members, the greater healthcare community, industry partners and the general public. The medical device industry in Canada employs over 35,000 Canadians in close to 1,500 corporate facilities, and contributes nearly \$6 billion in national sales per annum. MEDEC's focus is on ensuring access to proven, safe technology and new, innovative medical technology developed by member companies.

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