



*SAN FRANCISCO FIRE DEPARTMENT*  
Public Information Office

6/21/10

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Press Release

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**0800 Hrs**

**For Immediate Release PST**  
**Mindy Talmadge – 415 – 558-3403**  
**Mindy Talmadge - 415 – 699-6150(c)**

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**Appreciative Cardiac Arrest Survivor Makes Second Donation  
to the San Francisco Fire Department**

SAN FRANCISCO (June 21, 2010) On May 20, 2008, Phil Cassou's life would change forever. On his way to work, Mr. Cassou suffered a sudden cardiac arrest. A series of events then took place that would give him a new chance at life.

After falling to the ground next to a BART escalator on Market Street, a bystander began CPR, BART Police officers joined in the effort to assist him, and a rapid response of Fire Department teams continued with life supporting efforts while transporting him to the hospital. Mr. Cassou went from cardiac arrest victim to survivor that day.

Mr. Cassou has been celebrating being a survivor for the past two years and he is expressing his deep appreciation toward the San Francisco Fire Department for a second time by purchasing and donating a non-invasive medical device to assess the level of carbon monoxide in a person's blood stream, both rapidly and painlessly. The device, a RAD-57 CO-Oximeter, manufactured by Masimo Corporation, is carried by Paramedic Supervisors who respond to fires and other emergencies. The RAD-57 CO-Oximeter has already proven vital in assessing many patients, resulting in lives saved, at two separate carbon monoxide incidents and several house fires.

**PRESS CONFERENCE**

**WHEN: Wednesday, June 23, 2010 - 10: 00 AM**

**WHERE: SFFD Headquarters  
698 Second Street**

**WHO: Joanne Hayes-White, Fire Chief  
Pete Howes, EMS Chief  
Phil Cassou, Survivor  
Bob Owen, Masimo Corporation**

**Masimo (NASDAQ: MASI)** is a global medical technology company that develops and manufactures innovative noninvasive patient monitoring technologies, including medical devices and a wide array of sensors. A key medical technology innovator, Masimo is responsible for the invention of award-winning noninvasive technologies that are revolutionizing patient monitoring, including Masimo SET<sup>®</sup> pulse oximetry, Masimo Rainbow SET<sup>®</sup> Pulse CO-Oximetry and new Masimo noninvasive and continuous total hemoglobin (SpHb<sup>™</sup>) monitoring technology.

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