

January 15, 2009

PHILIPS TO COLLABORATE ON DEVELOPING INNOVATIVE CLINICAL TOOLS TO SIMPLIFY COMPLEX CARDIAC PROCEDURES

Challenging heart rhythm disorders, or arrhythmias, require electrophysiology (EP) technologies to pinpoint and ultimately fix 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 visualizations for interventions. Recognizing this, Royal Philips Electronics (NYSE: PHG, AEX: PHI) today announced an agreement with Bard Electrophysiology, a division of C. R. Bard, Inc., to co-develop new clinical tools that will be designed to help electrophysiologists meet these needs and aid patients suffering from arrhythmias.

Cardiac arrhythmia can lead to serious health risks, including heart failure or stroke. Atrial fibrillation – a heart rhythm disorder characterized by irregular, rapid beating of the atrial chambers – is found in about 2.2 million Americans and 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 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 advancement in science and technology is frequently made when two seemingly dissimilar techniques are merged. The collaboration between Bard Electrophysiology and Philips is very promising, and I am looking forward to learning more about the potential for these new technologies in my practice," commented Dr Michael V. Orlov, MD, PhD is the 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," said 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 market aiming to enable our joint customers to perform EP procedures faster and more simply and allow them to provide enhanced care offerings for their patients."

Dave Hemink, vice president and general manager, Bard Electrophysiology said, "This alliance will provide us the opportunity to fundamentally impact the way that we analyze

and diagnose complex arrhythmias. We recognize that current solutions are complex and time consuming. Together with Philips, we will innovate 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.”

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 \$42 billion (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.

Bard is a registered trademark of C. R. Bard, Inc. or an affiliate. LabSystem is a trademark of C. R. Bard, Inc. or an affiliate. All other trademarks or registered trademarks are the property of their respective owners. © 2009 C. R. Bard, Inc. All rights reserved. LT0420368/Rev.0/01-2009