



FOR IMMEDIATE RELEASE

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**PUBLICIS CONSULTANTS | PR APPOINTED AGENCY OF RECORD FOR
ZOLL MEDICAL CORPORATION**

NEW YORK, May 22, 2008 – Following a review of major agencies, Publicis Consultants | PR has been selected to provide public relations support for ZOLL Medical Corporation, a Chelmsford, MA-based leader in resuscitation technologies. PC|PR will help spearhead strategic public relations programs for key products in the company's expanding portfolio.

The business is led by the firm's New York office, which has extensive experience in healthcare, including medical device, pharmaceutical, consumer health and surgical technologies.

"ZOLL is growing at a fast pace, and we believe public relations will help in promoting our products to drive future standards of care," said Susan Schumacher, Director of Marketing Communications at ZOLL. "We feel that PC|PR's experience in promoting medical devices and cardiovascular drugs, as well as its close work with organizations such as the American Heart Association, will boost our efforts significantly."

ZOLL provides comprehensive technologies that help clinicians, EMS professionals, and lay rescuers resuscitate sudden cardiac arrest or trauma victims. The company also designs and markets software that automates the documentation and management of both clinical and non-clinical information.

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“The opportunity to partner with a company that is a respected leader in the resuscitation field is very rewarding,” said Wendy Lund, CEO of Publicis Consultants | PR. “We look forward to a long and productive relationship to help increase media coverage and awareness of ZOLL’s advances in resuscitation.”

About ZOLL Medical Corporation

ZOLL Medical Corporation is committed to developing technologies that help advance the practice of resuscitation. With products for pacing, defibrillation, circulation, ventilation, and fluid resuscitation, ZOLL provides a comprehensive set of technologies, including Real CPR Help® and See-Thru CPR™, that help clinicians, EMS professionals, and lay rescuers resuscitate sudden cardiac arrest or trauma victims. ZOLL also designs and markets software that automates the documentation and management of both clinical and non-clinical information. ZOLL markets and sells its products in more than 140 countries. The Company has direct operations, distributor networks, and business partners throughout the U.S., Canada, Latin America, Europe, the Middle East and Africa, Asia, and Australia. 2008 marks the 25th anniversary of ZOLL’s resuscitation product development. For more information, visit www.zoll.com.

About Publicis Consultants | PR

Publicis Consultants | PR partners with companies, brands and causes that make lives better. The firm’s core strength is in engaging brand advocates and communicating with them where, when and how they want to be reached. Publicis Consultants | PR, part of Publicis Consultants | Worldwide, represents clients such as Nestlé and sanofi-aventis with operations concentrated in New York and Seattle offices.

Publicis Consultants is a member of the Publicis Groupe (Euronext Paris: FR0000130577), the world’s fourth largest communications group, and a global leader in digital and online advertising, media consulting, and healthcare communications. With some 42,000 professionals in 104 countries, the Groupe’s activities cover advertising through three global advertising networks: Leo Burnett, Publicis, Saatchi & Saatchi, as well as through its two multi-hub networks Fallon Worldwide and 49%-owned Bartle Bogle Hegarty; media agencies with two worldwide networks ZenithOptimedia and Starcom MediaVest Group; and marketing services, including digital and interactive communications through Digitas, relationship and direct marketing, public and media relations, corporate and financial communications, multicultural communications, and event communications. The Groupe is also the world leader in healthcare communications. Web site: www.publicisgroupe.com.

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