Total Artificial Heart Manufacturer Launches Industry's 1st E-Commerce Site

SynCardia

TUCSON, Ariz. – Aug. 11, 2010 – On Aug. 11, SynCardia Systems, Inc., manufacturer of the SynCardia temporary Total Artificial Heart, announced the launch of its new online store, http://Shop.SynCardia.com [1]. SynCardia is the first company in the mechanical circulatory support industry to make its products available to customers through an e-commerce site 24/7.

“Shop.SynCardia.com streamlines the ordering process for our customers,” said Rodger Ford, SynCardia CEO. “The site offers all SynCardia products in one place for the surgeons, medical staff and their patients at SynCardia Certified Centers around the world. We have already processed orders through the site for Total Artificial Hearts and SynCardia Gear.”

Electronic ordering through the e-commerce site guarantees that all information is current and correct, eliminating the risk of using outdated order forms, catalogs or part numbers. When staff at SynCardia Certified Centers log in, they will see each product, including the price, a photo and a description. After the order has been placed, http://Shop.SynCardia.com [1] will send customers confirmation emails that their order has been received.

Shop.SynCardia.com offers the following products online:

- **Medical Equipment**
- Using a unique username and password to login, SynCardia Certified Centers [2] can order Medical Equipment including Total Artificial Hearts, implant drivers for use in the operating room, Freedom™ portable drivers for patient use in the hospital and at home and other SynCardia products.

- **Patient Accessories**
- Patients can view SynCardia accessories such as additional driver batteries or a second Freedom Shoulder Bag, Backpack or Accessory Bag. Patients can then order these accessories through their SynCardia Certified Center.

- **SynCardia Gear**
- SynCardia Gear can be purchased by anyone who visits the website using a secure PayPal™ Shopping Cart. SynCardia Gear includes Team SynCardia [3] Bike Jerseys and Bibs (cycling shorts). Team SynCardia cycling consists of friends and supporters of SynCardia with the goal of promoting cardiovascular health.

Shop.SynCardia.com serves SynCardia Certified Centers around the world, including heart hospitals in the U.S., Canada, France, Germany, Italy, Sweden, Austria, Russia and Australia.

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About SynCardia Systems, Inc.

SynCardia Systems, Inc. is the Tucson-based manufacturer of the world’s only FDA, Health Canada and CE approved Total Artificial Heart: the SynCardia temporary Total Artificial Heart. There have been more than 850 implants of the Total Artificial Heart, accounting for more than 190 patient years of life on the device.

Originally used as a permanent replacement heart, the Total Artificial Heart is currently approved as a bridge to human heart transplant for people dying from end-stage biventricular failure. The Total Artificial Heart is the only device that provides immediate, safe blood flow of up to 9.5 L/min *through both ventricles.*

Sign-up [4] to receive the latest news updates from SynCardia
For additional information, please visit: http://www.syncardia.com [5]
or follow SynCardia on Twitter – @SynCardia_News [6]

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Links:
[1] http://Shop.SynCardia.com
[2] http://www.syncardia.com/Medical-Professionals/syncardia-certified-centers.html
[3] http://www.syncardia.com/SynCardia/team-syncardia.html
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[7] mailto://www.syncardia.com/2010-Press-Release/disaacs@syncardia.com

[8] http://www.syncardia.com/2010-Press-Release/total-artificial-heart-manufacturer-launches-industrys-1st-e-commerce-site.html