

## **Only Company to Receive NorthFace ScoreBoard Award for 11 Years for Exceeding Customer Expectations**

The Associated Press

CHELMSFORD, Mass.--(BUSINESS WIRE)--May 16, 2012-- ZOLL(R) Medical Corporation, a manufacturer of medical devices and related software solutions, announced today that it is the only company to receive the NorthFace ScoreBoard Award<sup>®</sup> for 'world class' excellence in customer satisfaction for the 11th consecutive year. Now in its 12th year, the award is presented annually by Omega Management Group Corp., Billerica, Mass., to companies that, as rated solely by their own customers, achieved excellence in customer satisfaction during the prior calendar year.

"This recognition clearly demonstrates the importance we place on technical support and customer service as we develop products that help advance the practices of resuscitation and critical care," said Jonathan A. Rennert, President of ZOLL. "It is of utmost importance to ZOLL that our customer satisfaction levels remain high since our customers are in the business of saving lives." "The NorthFace ScoreBoard Award recognizes organizations that not only offer exemplary customer service, but also center their existence on a deep commitment to exceeding customer expectations," said John Alexander Maraganis, President and CEO of Omega. "ZOLL continues to excel in this area, demonstrated by the fact that it is the only company to achieve this award for 11 consecutive years." "The NorthFace ScoreBoard Award has been viewed from its inception in 2000 as the only objective benchmark for excellence in customer service due to its unique customer-only vote criteria," Maraganis added.

In 2011, more than 300 customer experience management (CEM) projects, many international in scope, were judged from 41 companies based in the U.S. and abroad. The majority of companies are repeat recipients, which shows that, despite the tough economy, implementing a customer experience management strategy is a reliable, proven way to achieve business success.

**Methodology for Measurement** Omega's methodology measures customer satisfaction and loyalty levels on a 5-point scale four times during the year in such categories as technical support, field service, customer service, and account management. The 28 NorthFace ScoreBoard Award recipients are companies which, based solely on survey responses from their own customers, achieved a 4.0 or above out of a possible 5.0. Omega's research shows that companies that consistently achieve a 4.0 or above succeed in establishing customer loyalty.

**About ZOLL Medical Corporation** ZOLL Medical Corporation, an Asahi Kasei Group company, develops and markets medical devices and software solutions that help advance emergency care and save lives, while increasing clinical and operational

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efficiencies. With products for defibrillation and monitoring, circulation and CPR feedback, data management, fluid resuscitation, and therapeutic temperature management, ZOLL provides a comprehensive set of technologies that help clinicians, EMS and fire professionals, and lay rescuers treat victims needing resuscitation and critical care. For more information, visit [www.zoll.com](http://www.zoll.com).

About Asahi Kasei The Asahi Kasei Group is a diversified group of companies led by holding company Asahi Kasei Corp., with operations in the chemicals and fibers, homes and construction materials, electronics, and health care business sectors. Its health care operations include devices and systems for critical care, dialysis, therapeutic apheresis, transfusion, and manufacture of biotherapeutics, as well as pharmaceuticals, diagnostic reagents, and nutritional products. With more than 25,000 employees around the world, the Asahi Kasei Group serves customers in more than 100 countries. For more information, visit [www.asahi-kasei.co.jp/asahi/en/](http://www.asahi-kasei.co.jp/asahi/en/).

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