

Fact Sheet: Lullaby Warmer

Not for sale in U.S. Not approved or cleared by the U.S. FDA.

Lullaby Warmer has the potential to help caregivers improve access to quality care in developing markets where nearly 90% of the world's births occur.

With all the new products that GE's Maternal-Infant Care business is introducing into the market place, we expect the Lullaby product line to play a major role in realizing our vision of early health with clinically relevant solutions thereby creating a positive impact on mothers and babies everywhere.

What Lullaby (infant) Warmers do, and how they work?

When a baby is born from a controlled environment of the uterus, they are naked and wet – their body temperature drops quickly and they need help from a secondary device to help keep them warm, while also not overheating them. They don't have the physiological mechanisms to fight off cold: things like the "shiver mechanism", stored fat, and the ability to get up and put on, or ask for, a sweater. The availability of warmth, is the first line to life!

An infant warmer is a bed (like a bassinet) with an overhead heater above the infant, showering delicate warmth over the newborn while the baby is being bathed after birth and having its first vital statistics taken.

How GE can help increase access to quality care in developing nations with the affordable Lullaby Warmer.

Globally, 139MM births occur each year, of which approximately 4 MM neonates (<1 month old) die each year from mostly preventable causes. At least 50% of global births occur in underserved urban settings where access to affordable technology remains limited. GE's Lullaby Warmer improves access to care in the urban and semi-urban settings, with an affordable, and easy to use infant warmer system and that has a resuscitation (airway management, suction, etc) option available. (Source: World Health Organization, Population Reference Bureau)

Other relevant background facts and information.

- **INTENDED FOR USE IN DEVELOPING NATIONS OUTSIDE US:** The Lullaby Warmer is designed in Bangalore for use in developing nations. *It is not available and will not be available for sale in the United States.* It will only be marketed only in certain countries outside the USA.
- **ACCESS/COST:** GE is expanding the Maternal-Infant Care portfolio by 35% - creating a better opportunity in over 80 countries to expand the access of care by reaching mothers/infants they could not reach previously in an effort to help reduce infant deaths associated with hypothermia and asphyxia. (Source: internal (regulatory and distribution based data))
- **ACCESS: OPPORTUNITY** Population trends indicate that by 2050 India will be most populated country in the world, followed by China and Africa. We anticipate the Lullaby product line to make a significant impact in these growing markets. The overall impact on our MIC business is growth! (Source: Population Reference Bureau)
- **ACCESS/QUALITY: GLOBAL GOALS:** Published by the United Nations as a strategic priority for the globe, the Millennium Development Goals (MDG) were established to help bring visibility to the worlds most pressing problems. Millennium Development Goal #4 is to "reduce by two thirds, between 1990 and 2015,

the under-five mortality rate". The largest death rate for children under the age of five years is within the 28-day neonatal period of life. GE's Lullaby product line will have an impact on reaching this Goal by improving care for neonates and thereby helping to reduce the number of deaths immediately after birth by providing warmth for newborns and resuscitation needs for those newborns who experience birth trauma. (Source: UN Millennium Goals, World Health Organization)

- **COST/ACCESS: AFFORDABILITY:** The Lullaby Warmer will be priced to reduce infant warmer acquisition costs for hospitals in developing nations. This will help increase the hospital's ability to reach neonatal patients that they could not afford to care for previously.
- **QUALITY/ACCESS:** The Lullaby Warmer will meet the applicable international quality standards of the International Electro-technical Commission (IEC). With the Lullaby Warmer, developing nations will have access to an affordable, safety-tested product. (Source: IEC 60601-2-21)
- **QUALITY: EDUCATION/AWARENESS/TRAINING:** Products that are easy to use and easy to learn help reduce complexity in the care of fragile newborns. The Lullaby Warmer is designed with the premise that ease of use, and ease of training are paramount in the care of neonates.
- **GE Maternal-Infant Care and Lullaby Product Line:**
 - Launched the first product in the Lullaby product line – the Lullaby Phototherapy product: November 2007.
 - Our acquisition of AMS has boosted the growth of the Lullaby portfolio. AMS Infant Care products comprising Incubators & Transport incubators provide a terrific complement to our existing products and will help us engage in emerging markets. We announced our new partnership in January 2008 and introduced these products as the GE Lullaby Incubator line Q4 2008.
 - Launching the Lullaby Warmer May 29, 2009 in Chennai, India.



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