

CANADIAN ASSOCIATION OF CARDIAC REHABILITATION ANNOUNCES PARTNERSHIP WITH POLAR ELECTRO CANADA

- LEADING TECHNOLOGY TO BENEFIT CARDIAC REHAB CLIENTS -

Lachine, QC, June 17, 2010 - Getting patients back on their feet after a heart attack or other major cardiac event often involves educating people on what they can do to take control of their recovery and overall health. One easy way to do this is for patients to listen to and understand their hearts. Polar Electro Canada and the Canadian Association of Cardiac Rehabilitation (CACR) are partnering to help cardiac rehabilitation centres across Canada provide leading-edge heart rate monitoring technology to their patients.

"Heart rate monitors are a proven and easy-to-use tool to help ensure safe and effective rehabilitative exercise for cardiac patients," says Brigitte Boucher, Director of Marketing, Polar Canada. "Polar heart rate monitors are used around the world in the maintenance of good heart health and Polar is proud to work with the CACR to facilitate and promote safe activity levels within cardiac rehabilitation programs across the country."

"The mandate of the CACR is to encourage adherence to best practices and facilitate improvement in client outcomes," says Marilyn Thomas, Executive Director, CACR. "Partnering with Polar is our most recent example of providing tools to these programs that will benefit clients in achieving their goals of improving their functional ability."

About The Canadian Association of Cardiac Rehabilitation

The Canadian Association of Cardiac Rehabilitation is a multi-disciplinary association of healthcare professionals dedicated to providing leadership in clinical practice, research and advocacy in cardiac disease prevention and rehabilitation for the enhancement and maintenance of cardiovascular health of Canadians. (www.cacr.ca). The CACR provides advanced educational opportunities to its members and works to establish best practices within all cardiac rehabilitation programs across the country through the establishment of Canadian guidelines for cardiac rehabilitation resulting in better client outcomes.

About Polar Electro Canada

Polar Electro Canada Inc. provides innovative, personal technology solutions that help improve people's quality of life through physical activity. Headquartered in Lachine, Quebec, Polar Electro Canada is a wholly-owned subsidiary of Finland-based Polar Electro OY, which invented the first ECG accurate wireless heart rate monitor, under the Polar name in 1977 as a training tool for the Finnish National Cross-Country Ski Team.

For more information:

Carolyn Abbass
Paradigm Public Relations
416.203.2223
cabbass@paradigmpr.ca