



## MEDIA RELEASE

18 August 2008

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### Switch to Philips energy savers at Woolworths in August to Help Little Lives Shine

**Sydney, Australia** – Philips is proud to announce that it is supporting the Children's Hospital Foundations of Australia (CHFA) with a national in-store promotion in Woolworths for the month of August. With every purchase\* of a Philips Energy Saver globe in Woolworths or Safeway stores, 30 cents will be donated to the CHFA to assist paediatric research projects to help Australian children in hospital.

Philips has committed to an ongoing partnership to support CHFA and its pledge to improve the treatment and care of sick Australian children by "Helping little lives shine."

"We are thrilled to be in a position to support the CHFA with the help of Woolworths," said Harry van Dyk, CEO and Vice-President Philips Electronics Australia.

"As a global leader in Healthcare and Lighting, Philips is committed to both improving the health of Australians and providing simple solutions for households to reduce their energy consumption. This endeavour demonstrates the simple steps that we all can take in order to make a real difference to our community and the environment."

Children's Hospital Foundations Australia is a partnership of five of the major children's hospital foundations across the country including Royal Children's Hospital Foundation Queensland, Sydney Children's Hospital Foundation New South Wales, Royal Children's Hospital Foundation Victoria, Women's & Children's Hospital Foundation South Australia and Princess Margaret Hospital Foundation Western Australia. Together they are the major, non-government funding bodies for clinical research in the partner hospitals.

CHFA funds raised by Philips and its customers will be channelled into paediatric research initiatives ranging from complex laboratory investigations to studies at the bedside, and include specific focus on:

- **Burns** - developing new treatments to speed a child's healing, finding ways to stop disfiguring scars, and protecting the quality of life for little patients
- **Cancer** - laboratory and "hands on" cancer research to find new treatments and cures for kids with tumours, leukaemia and other forms of these life-threatening conditions
- **Respiratory** - research into asthma, cystic fibrosis and bronchiolitis to improve the quality of life and life expectancy for children
- **Viruses** - the "bug detectives" track down new ways to rapidly diagnose serious infectious diseases like meningococcal, RSV and whooping cough to save the lives of sick children
- **Child advocacy and protection** – pouring efforts into protecting children by developing ways to detect, prevent and help kids who suffer abuse or neglect
- **Growth and nutrition** – a broad range of studies encompassing the impact of nutrition on kids with cystic fibrosis, obesity, end stage liver disease and anorexia nervosa giving real hope.
- **Pain Free Treatment** – discovering new methods to help sick and injured children without the trauma of pain, especially for children who spend much of their young life in hospital.

To learn more about Children's Hospital Foundation Australia, please visit:  
[www.childrenshfa.com.au](http://www.childrenshfa.com.au)

\*Between the 4th August - 31st August 2008. While stocks last. Maximum total donation up to \$70,000 depending on the total amount of globes purchased within the promotion period. **Promoter is Philips Lighting, 65 Epping Road, North Ryde NSW 2113. (02) 9947 0000.**

#### **About Royal Philips Electronics**

Royal Philips Electronics of the Netherlands (NYSE: PHG, AEX: PHI) is a diversified Health and Well-being company, focused on improving people's lives through timely innovations. As a world leader in healthcare, lifestyle and lighting, Philips integrates technologies and design into people-centric solutions, based on fundamental customer insights and the brand promise of "sense and simplicity". Headquartered in the Netherlands, Philips employs approximately 133,000 employees in more than 60 countries worldwide. With sales of EUR 27 billion in 2007, the company is a market leader in cardiac care, acute care and home healthcare, energy efficient lighting solutions and new lighting applications, as well as lifestyle products for personal well-being and pleasure with strong leadership positions in flat TV, male shaving and grooming, portable entertainment and oral healthcare. News from Philips is located at [www.philips.com/newscenter](http://www.philips.com/newscenter).

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