

Press Information



19 June 2009

Dick Smith and Big W Support Philips and Crest Electronics Efforts to 'Help Little Lives Shine' in July

Philips and Crest Electronics will give \$5 to the Children's Hospitals Foundations in July on the purchase of Kids Headphones

Sydney, Australia - Philips Consumer Lifestyle and Crest Electronics are giving parents another good reason to purchase Philips Kids Headphones in July by donating \$5 on the sale of every unit sold in Big W and Dick Smith during the month to the Children's Hospitals Foundations Australia (CHFA).

Philips Kid Headphones are designed with parental controls locks enabling parents to prevent their children from listening to dangerously hi-volume levels from their MP3 players and other portable entertainment devices. The product proposition fits perfectly with the Philips' ongoing partnership with CHFA and its pledge to improve the health and lives of children.

Philips Kids Headphones are available in pink, blue and green to match the child's MP3 player or personal style, and also features a smaller design to suit the head and ear size of children.

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."

Crest Electronics will further be motivating staff to support the cause by donating an additional \$500 in the name of the Big W or Dick Smith store that achieves the highest number sales in units during the promotion.

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.

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**To learn more about Children's Hospital Foundation Australia, please visit:
www.childrenshospitals.org.au**

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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 121,000 employees in more than 60 countries worldwide. With sales of EUR 26 billion in 2008, 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.