



Philips is delighted to be a sponsor of EIF's Stand Up To Cancer initiative as it connects with the company's aim to focus on innovative healthcare solutions that address the needs of patients as well as healthcare professionals. Like EIF, Philips partners with clinicians and hospitals around the world to add clinical value in the detection and treatment of cancer. Philips helps to "stand up to cancer" by providing innovative tools for clinicians to treat oncology patients - such as ambient experience, virtual colonoscopy, digital mammography and image guided adaptive radiation therapy.

Whether it is in the hospital or in the home, Philips seeks to improve patient outcomes throughout the entire course of care -- from prevention and screening to diagnosis, treatment, management and surveillance. It's about looking beyond the traditional areas of diagnosis and treatment with the patient's well-being at the center of the solution. Find out more about Philips patient-centric healthcare solutions at www.philips.com/patient.

About Philips

Philips is a global leader in healthcare, lighting and consumer lifestyle, delivering people-centric, innovative products, services and solutions through the brand promise of "sense and simplicity." Its 116K employees in more than 60 countries worldwide are proud to produce products and services that make a difference in people's lives. With sales of USD 32 billion in 2009, Philips is a market leader in medical diagnostic imaging, healthcare IT and patient monitoring systems, energy efficient lighting solutions, as well as lifestyle solutions for personal wellbeing.

```
sup { font-size:85%; } div.dotted-divider { position:relative;top:300px; }
div.dotted-divider, div.light-box-content, div.light-box-content p {font-size:
12px;font-family: Arial, Helvetica, sans-serif; color: #707181; } div.light-box-content a,
div.dotted-divider a { color: #ff6600; text-decoration: none; font-weight: bold; }
div.light-box-content a:hover, div.dotted-divider a:hover { text-decoration: underline; }
```