

FOR IMMEDIATE RELEASE - May 19, 2003

HIGHLIGHTS:

The Cedars-Sinai Medical Center cardiologists who developed the Swan-Ganz catheter that revolutionized the way heart performance is measured will be honored at the American Heart Association's Heart Awards Gala on June 22. Actor James Woods and telecommunications executive William J. Rosendahl also will be recognized for their efforts to help save lives from heart disease and stroke.

JUNE HEART ASSOCIATION GALA TO HONOR SWAN-GANZ INNOVATORS AND STROKE-PREVENTION ADVOCATES

LOS ANGELES (May 19, 2003) – A native of Ireland and a holocaust survivor who joined forces at Cedars-Sinai Medical Center to revolutionize cardiac care worldwide will be honored by the American Heart Association (AHA) next month. Jeremy Swan, M.D., and William Ganz, M.D., developers of the heart catheter that in the 1970s revolutionized cardiac intervention, will receive the Heart Innovation Award at the 2003 AHA's Heart Awards Gala set for June 22 at the Beverly Hilton Hotel.

Through their commitment to innovation in patient care, both physicians strongly influenced the direction and quality of Cedars-Sinai's cardiology program. Dr. Swan, chairman of the Division of Cardiology from 1965 to 1987 and a past president of the American College of Cardiology (ACC) recently received the ACC's Distinguished Scientific Achievement Award. Dr. Ganz, a pioneer in the treatment of heart attacks with clot dissolving drugs, continues to participate in cardiology educational activities at the medical center and serves as professor of medicine at the University of California, Los Angeles.

In addition to raising funds for the American Heart Association, the Gala is designed to increase awareness of the organization's efforts to prevent heart disease and stroke. Dr. Swan, who survived a stroke in 2001, has become a vocal patient advocate for stroke management.

Actor, producer, director and writer James Woods will be given the Heart of Hollywood Award for his work to raise national concern and awareness of stroke and cardiovascular disease. In association with the Ad Council, Woods directed a public service announcement campaign for the American Stroke Association that featured several well-known celebrities.

One of the talents of the "I am a stroke" series is Sharon Stone, whose performance was especially emotional because she suffered in 2001 a subarachnoid hemorrhage – bleeding into the area between the brain and the membrane that covers it. Others include Penny Marshall, Don Rickles, Patrick Dempsey and Michael Clarke

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Duncan.

William J. Rosendahl, vice-president of political affairs at Adelphia Communications, will receive the Heart of Los Angeles Award in recognition of his work in fighting heart disease and stroke through public advocacy.

Rosendahl, a former chairman of the California Cable and Telecommunications Association whose interest in healthcare issues is well known, has produced numerous programs related to heart disease and stroke prevention. In fact, he recently moderated a healthcare update program on which Dr. Swan spoke about his experience as a stroke survivor.

During the month of May, Adelphia is highlighting Stroke Awareness Month with appearances by P.K. Shah, M.D., director of Cedars-Sinai's Division of Cardiology. Dr. Shah also directs the Atherosclerosis Research Center and holds the Shapell and Webb Family Endowed Chair in Cardiology.

The AHA's Heart Gala will be chaired by John G. Harold, vice-chief of staff at Cedars-Sinai, and Asher Kimchi, M.D., a Cedars-Sinai physician who is clinical professor of medicine at the UCLA School of Medicine and chairman of the International Academy of Cardiology.

Mike Burstyn, international star of television, stage and screen, will serve as master of ceremonies. He has received numerous awards for artistic, cultural and humanitarian accomplishments, and performed for presidents, prime ministers and royalty. Born in New York into a Jewish family of actors, he walked onto the stage at age 3 and stole the show from his father. He maintains strong ties to Israel, even serving as a soldier in the Israel Defense Forces and entertaining troops in times of peace and conflict.

Dr. Swan came to the United States from his native Ireland in 1951, joining the cardiology staff at the Mayo Clinic. He was named director of the cardiac catheterization laboratory at age 37 and quickly began to build an international reputation for innovation. He was named director of the Division of Cardiology at Cedars-Sinai in 1965, where five years later he and Dr. Ganz introduced the Swan-Ganz catheter that enabled physicians to accurately measure the performance of the heart at the bedside.

A Holocaust survivor who served as director of Coronary Research at the Institute of Cardiovascular Research in Prague, Dr. Ganz escaped the Communist rule of Czechoslovakia in 1966 and arrived at Cedars-Sinai at age 47. Over the next 25 years, he made numerous contributions that revolutionized medical management of critically ill patients. He continues to serve on the board of directors of Save A Heart Foundation, a Cedars-Sinai support group that provides funding for Israeli cardiologists to obtain postgraduate training at Cedars-Sinai.

The Medical Center is one of the largest nonprofit academic medical centers in the Western United States. For the fifth straight two-year period, it has been named Southern California's gold standard in health care in an independent survey. Cedars-Sinai is internationally renowned for its diagnostic and treatment capabilities and its broad spectrum of programs and services, as well as breakthroughs in biomedical research and superlative medical education. Named one of the 100 "Most Wired" hospitals in health care in 2001, the Medical Center ranks among the top 10 non-university hospitals in the nation for its research activities.

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