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## Masimo Renews its \$1,000,000 Guarantee that Masimo SET® Will Outperform Nellcor™ Pulse Oximeters



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### Masimo Addresses the Inaccurate and Misleading Claims that Covidien Continues to Make Regarding Nellcor Pulse Oximetry Performance

Masimo (NASDAQ: MASI), the inventor of measure-through motion and low perfusion pulse oximetry, has renewed its \$1,000,000 (USD) performance guarantee that Masimo SET® Pulse Oximetry will outperform all Nellcor (part of Covidien and now Medtronic) pulse oximeters. Under the guarantee, if Masimo SET is proven not to be superior to all Nellcor pulse oximeters, including the three that Covidien announced have received FDA 510(k) clearance with motion claims, Masimo will pay up to \$1,000,000 to help a hospital acquire that pulse oximetry.

"As a medical technology company, we believe it is our obligation to be truthful and open in our advertising because ultimately patient care is at issue. We continue to be perplexed by the misleading marketing tactics of our competitor," stated Joe Kiani, Founder and CEO of Masimo. "We are concerned that customers may be misled and we hope our guarantee will cause them to question what they are being told and evaluate the performance of the technologies for themselves."

In addition to renewing the \$1 million guarantee, Masimo has updated its website to respond to each of the inaccurate and misleading claims in detail: <http://www.masimo.com/nellcorfiction/>

Masimo makes four promises to every hospital that to date, Covidien has not been willing to make:

1. We will demonstrate the superior pulse oximetry performance of Masimo SET® over Nellcor in a side-by-side comparison.
2. We will provide independent and objective scientific evidence of Masimo SET® superiority over Nellcor, as well as the evidence demonstrating Masimo SET® helps clinicians improve clinical and financial outcomes.
3. We strongly encourage scientific side-by-side evaluations of Masimo SET® and Nellcor pulse oximetry in challenging conditions with automated data collection.
4. We are so confident that an objective comparison will reveal the clinical superiority of Masimo SET®, we continue to offer a \$1,000,000 performance guarantee.

Source and image credit: [Masimo](#)

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