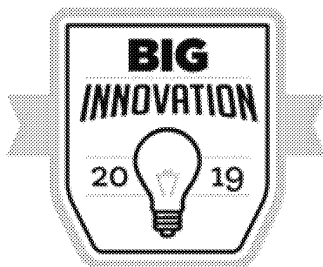


RECOGNITION FOR EXCELLENCE



Masimo Rad-97™ Wins 2019 BIG Innovation Award



Masimo Founder and CEO Joe Kiani Honored with First IP Champion Award by the Intellectual Property Owners Education Foundation



Masimo Wins Participation in the FDA Innovation Challenge to Develop Devices that Prevent and Treat Opioid Use Disorder

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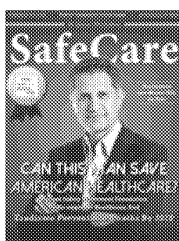
Masimo - Awards



Healthcare & Pharmaceutical Awards 2018



Masimo Awarded Best Patient Monitoring Technology Manufacturer 2018 by Global Health & Pharma



Masimo CEO Joe Kiani Selected Person of the Year – SafeCare Magazine



Masimo Root Wins the GOLD 2015 Medical Design Excellence Award



Newborn Foundation Bestows Masimo CEO Joe Kiani with the Hubert H. Humphrey 'Dawn of Life' Award

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Masimo - Awards

Hospital Review

50 Experts Leading the Field of Patient Safety (2014), includes Masimo CEO and Patient Safety Movement Foundation founder Joe Kiani



Masimo Receives 2013 Zenith Award at the American Association of Respiratory Care Congress



EMMA™ Palm Size Capnograph Earns 2013 EMS World Top Innovation Award



Masimo CEO Joe Kiani Receives Argyros Medal for Visionary Leadership & Commitment to Patient Safety

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Masimo - Awards



iSpO2, EMMA Earn Hot Products Awards at EMS Today 2013



Ernst & Young National Entrepreneur Of The Year – 2012 Life Sciences Award Winner



Masimo Pronto-7® Wins GOLD "Stevie®" Award for Best New Health Product



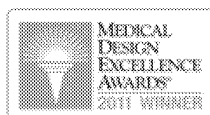
2012 Ernst & Young Entrepreneur of the Year

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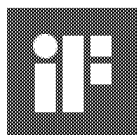
Masimo - Awards



2011 TechAmerica High-Tech Innovation Award for the Masimo Pronto-7



2011 Medical Design Excellence Award - Gold for the Masimo Pronto-7



2011 iF Product Design Award



2010 AARC Zenith Award



Masimo Wins GHX 2010 Respiratory Product Best-in-Class Award

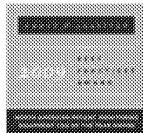
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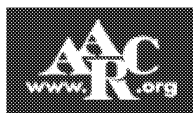
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Masimo - Awards



2009 North American Patient Monitoring CEO of the Year Award



2009 AARC Zenith Award



Masimo Patient SafetyNet Helps Dartmouth-Hitchcock Medical Center Win 4th Annual Health Devices Achievement Award from ECRI Institute



Masimo Wins GHX 2009 Best in Class Award



2008 AARC Zenith Award

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Masimo - Awards



2008 MTAA Masimo Honored for Excellence in Medical Technology



2008 ACG Honors Masimo with Outstanding Growth Award



2008 AEA Outstanding Medical Device Company Award



Masimo Wins GHX 2008 Best in Class Award

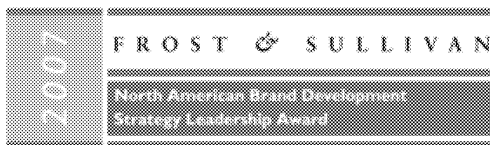


2008 Masimo Ranks #1 in Industry Current Impact and Innovation Cycle Time on the Patent Scorecard™

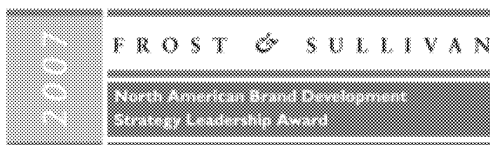
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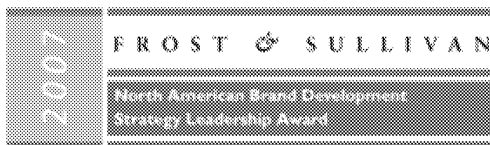
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2007 Frost & Sullivan Recognizes Masimo as an Outstanding Company for Excellence in Healthcare Opportunities



2007 Frost & Sullivan North American Patient Monitoring Technology Leadership of the Year Award



2007 Frost & Sullivan North American Brand Development Strategy Leadership Award



2007 Texas Society for Respiratory Care (TSRC) LoneStar Award

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Masimo - Awards



2007 STA Excellence in Technology Innovation Award



2006 Orange County Business Journal Excellence in Entrepreneurship Award



2006 Medical Design Excellence Award for the Masimo Rad-57



AEA 2006 High Tech Award Winner - Medical Technology Award



2006 Application of Technology Award

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Masimo - Awards



Masimo Tops the 2006 Patent Scorecard's Top 10 List of Innovators in Medical Devices for Current-Impact Index™ and Technology Cycle Time™



SAN DIEGO STATE UNIVERSITY

2005 San Diego State University - Monty Award



2005 Deloitte & Touche - Technology Fast 50, Orange County



2004 MD & DI 100 Notable People in Medical Device Industry awarded to Joe Kiani



2004 The Forum for Corporate Directors -- Director of the Year for Corporate Growth

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Masimo - Awards



2004 Deloitte & Touche 2004 Technology Fast 50, Orange County



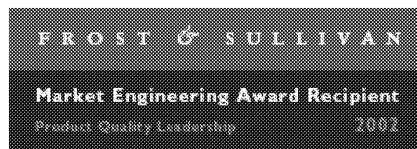
2003 Frost & Sullivan New Standard of Care in Patient Monitoring Award



2003 Frost & Sullivan Patient Monitoring Technology of The Year Award



2003 Platinum "ABBY" Award --Adaptive Business Leaders Innovations in Healthcare Award



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Masimo - Awards

2002 Frost & Sullivan Product Quality Leadership Award



2001 Medical Design Excellence Award for Radical™ Signal Extraction Pulse Oximeter



2001 Audie Lewis Mark of Excellence Award



2001 AEA Innovative Product/Technology Award



2001 The Huntington's Disease Society of America Distinguished Leadership Award

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Masimo - Awards



2001 March of Dimes Excellence in Leadership Award



2000 SCCM Technology Excellence Award



2000 Frost & Sullivan Market Engineering Competitive Strategy Award



2000 AEA High Tech Award Winner- Outstanding Medical Device Company



1995 STA Excellence in Technology Innovation Award

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Masimo - Awards

Masimo Rad-97™ Wins 2019 BIG Innovation Award

Philadelphia, Pennsylvania – February 5, 2019 - Masimo announced that its Rad-97™ Pulse CO-Oximeter® is among the winners of the Business Intelligence Group's 2019 BIG Innovation Award, an annual business award that recognizes the organizations, products and people that are bringing new ideas to life. "Innovation and the use of technology to advance commerce and improve lives is permeating nearly every organization across the globe," said Maria Jimenez, chief operating officer of the Business Intelligence Group. "We are thrilled to be honoring this year's winning executives, companies and products as they work to improve our experiences and lives." The Business Intelligence Group was founded with the mission of recognizing true talent and superior performance in the business world. The organization's proprietary and unique scoring system selectively measures performance across multiple business domains and then rewards those companies whose achievements stand above those of their peers.



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Masimo Founder and CEO Joe Kiani Honored with First IP Champion Award by the Intellectual Property Owners Education Foundation

Washington, DC – December 12, 2018 - Masimo Founder and CEO Joe Kiani was honored last night at the 2018 IPO Education Foundation Awards Dinner with the first ever IP Champion Award. The Intellectual Property Owners Education Foundation, a non-profit organization devoted to educating the public on the importance of IP to society, has been awarding an Inventor of the Year for 45 years and Distinguished IP Professional for 10 years. 2018 marks the creation of a new award, IP Champion, bestowed upon Mr. Kiani for showing "extraordinary leadership in advocating for the value of intellectual property to the progress of innovation."



Retired Chief Judge Paul Michel, formerly U.S. Circuit Judge of the U.S. Court of Appeals for the Federal Circuit and Chief Judge of that court, commented, "Serial inventor Joe Kiani built a major

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patient health improving company, starting from scratch at age 23, obtaining VC funding based on his patent applications when patents were strong. Later Congressional and Supreme Court interventions so sapped patent strength that he could not repeat his feat today. Reviving patents is essential to America's future since most major inventions, new jobs, and personal welfare gains and economic growth result from start-ups and small and mid-sized technology companies like Masimo. It actually saves many lives each day with its patient monitoring devices. Isn't that what we need as much today as before?"

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Masimo Wins Participation in the FDA Innovation Challenge to Develop Devices that Prevent and Treat Opioid Use Disorder



Irvine, California – December 3, 2018 – Masimo is one of eight U.S. companies to be selected for the FDA Innovation Challenge: Devices to Prevent and Treat Opioid Use Disorder. Initially announced in May, this Innovation Challenge is designed to spur the development of medical devices to help combat the opioid crisis and achieve the goal of preventing and treating opioid use disorder. From over 250 applications, 8 medical device developers were selected to participate, including Masimo.

In a statement, the FDA noted that “Through this effort, the FDA seeks to provide device developers an opportunity to work directly with the FDA to accelerate the development of innovative products, such as diagnostics to identify patients at increased risk for addiction, non-opioid pain therapies for acute or chronic pain, treatments for opioid use disorder or symptoms of opioid withdrawal, as well as devices that monitor the use and prevent diversion of prescription opioids.” Masimo and the other winners will work directly with the FDA to accelerate the development and review of innovative products, which will be eligible for “Breakthrough Device” designation.

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Masimo Awarded Best Patient Monitoring Technology Manufacturer 2018 by Global Health & Pharma

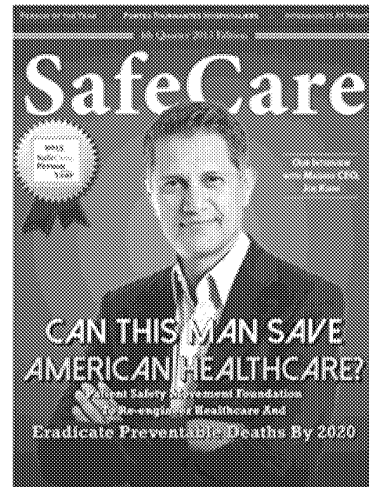
Irvine, California – September 14, 2018 – Masimo announced that it has received this year’s Healthcare & Pharmaceutical Award for “Best Patient Monitoring Technology Manufacturer 2018,” as determined by Global Health & Pharma (GHP). GHP is a UK-based, global information sharing platform of approximately 4,900 users dedicated to enhancing communication and collaboration across a variety of healthcare themes. The Healthcare & Pharmaceutical Awards celebrate those companies which demonstrate dedication to furthering advancements within healthcare, and are given based solely on merit.



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SafeCare Magazine Selects Joe Kiani as Person of the Year (/siteassets/us/documents/pdf/cover-story-safe-care.pdf)

Lexington, Kentucky – October 5, 2015 – SafeCare Magazine announced today that Joe Kiani, Founder of the Patient Safety Movement Foundation and CEO of Masimo, was awarded Person of the Year for 2015. This award recognizes and applauds the one individual who contributed significantly towards improving patient safety and healthcare quality across the globe.



The 64 nominees and finalists included Dr. Victor Dzau, President, Institute of Medicine of the National Academy of Sciences, Dr. James Bagian, former astronaut, Director, Center for Healthcare Engineering, University of Michigan, Dr. Atul Gawande, Surgeon and public health researcher, Dr. Peter Pronovost, SVP for Patient Safety and Quality, Johns Hopkins University of Medicine, Dr. Mark Chassin, President of the Joint Commission, Dr. Ala Alwan, World Health Organization, Dr. Patrick Conway, Chief Medical Officer for Medicare, Dr. Cynthia Deyling, Chief Quality Officer, Cleveland Clinic Health Systems, Dr. David Bates, Chief Innovation Officer, Brigham and Women’s Hospital, Dr. Robert M.

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Wachter, Professor and Interim Chairman, Department of Medicine at University of California San Francisco, and Dr. Hardeep Singh, Chief, Health Policy, Quality and Informatics Program, Houston Veteran Affairs Health Services Research Center for Innovation.

“We congratulate this year’s 2015 SafeCare Person of the Year - Mr. Kiani,” said Dr. Yisrael M. Safeek, Founder of SafeCare Magazine. “We are incredibly impressed with what he has been able to accomplish in the area of patient safety. Most of our nominees were internationally recognized physicians so the very fact that this year’s award is going to someone without a medical background makes him even more remarkable. For over 25 years, his innovations have revolutionized surgery and critical care medicine. His work with his non-profit Patient Safety Movement Foundation has taken the topic of patient safety and put it at the forefront of those that can impact change. If anyone can achieve zero preventable deaths by 2020, it will be Mr. Joe Kiani.”

SafeCare Magazine’s mission is to deliver information on the people, ideas, organizations and novel technologies affecting safe, efficient and quality healthcare to the sector’s most influential leaders. The publication’s 100 SafeCare Hospital ranking is firmly rooted in the evidence-based framework of the Affordable Care Act, evaluating hospitals in HVBP, HRRP, and HACRP metrics. For more information, please visit www.safecaremagazine.com (<http://www.safecaremagazine.com>).

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Masimo Root Wins the GOLD 2015 Medical Design Excellence Award

IRVINE, California – June 10, 2015 – Masimo (NASDAQ: MASI) announced that its Root® patient monitoring and connectivity platform has received the GOLD 2015 Medical Design Excellence Award—the highest award given in the general hospital devices and therapeutic products category. The 2015 Medical Design Excellence Award winners were honored today at a presentation ceremony in New York City’s Jacob K. Javits Convention Center, in conjunction with the Medical Design & Manufacturing (MD&M) East Conference and Exposition (www.MDMEast.com (http://trk.cp20.com/Tracking/t.c?8d5pm-odo2z-lent0i9&_v=2)).

Root comes with a dock for the Radical-7® handheld monitor or Radius-7® wearable monitor, an intuitive display, and multiple networking/connectivity options. Root integrates multiple streams of data on an easy-to-read, touch-screen.

<https://www.masimo.com/company/masimo/awards/>

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Root innovations include:

- MOC-9™ – Flexible measurement expansion through Masimo Open Connect™ (MOC-9™) with MOC-9 modules from Masimo or third-party measurement by other companies to expand the platform's measurements and capabilities. New MOC-9 modules in the U.S. will require new 510(k) clearances
- ISA™ Capnography – CO₂ sidestream module featuring fast warm-up time and the innovative and cost-effective Nomoline™ sampling line
- SedLine® brain function monitoring module, which provides four channels of EEG to help clinicians better understand the effects of anesthesia on the brain
- Iris™ connectivity gateway designed to provide integration for standalone devices such as IV pumps, ventilators, hospital beds, and other patient monitors. Iris enables Root to intake data from all devices connected to the patient, acting as an in-room patient monitor and connectivity hub. Alarms and alerts for all devices are seamlessly forwarded to the patient's clinician and all device data are effortlessly documented in the patient's electronic medical record
- Wireless functionality – Capable of transmitting information through Bluetooth and WiFi.

Root (/products/continuous/root/) can accommodate Radical-7 or Raidus-7

(/products/continuous/radius7/), the first and only wearable, wireless monitor with Masimo's breakthrough rainbow® SET® technology, to measure blood oxygenation, pulse rate, and rainbow® acoustic monitoring (RAM™) through acoustic respiration rate (RRa®). Radius-7 offers patients continuous monitoring while providing freedom of movement, allowing hospitals to optimize capacity by getting patients out of bed faster. Studies have shown that patient mobility is a key factor in more rapid patient recovery.¹



Masimo Root® patient monitoring and connectivity hub with the Radius-7™ patient-worn, wireless monitor.

The Medical Design Excellence Awards competition (www.MDEAwards.com (http://trk.cp20.com/Tracking/t.c?8d5pm-odo32-lent0i8&_v=2)) is organized and presented by UBM Canon and is the only awards program that exclusively recognizes contributions and advances in the design of medical products. Entries are evaluated on the basis of their design and engineering features, including innovative use of materials, user-related functions that improve healthcare delivery and change traditional medical attitudes or practices, features that provide enhanced benefits to the patient, and the ability of the product development team to overcome design and engineering challenges so that the product meets its clinical objectives. A comprehensive review of the entries was performed by an impartial, multidisciplinary panel of third-party jurors with expertise in biomedical engineering, human factors, industrial design, medicine, and diagnostics.

<https://www.masimo.com/company/masimo/awards/>

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"We are honored to have Root receive the GOLD MDEA-winning product," said Joe Kiani, Founder and CEO of Masimo. "We hope Root will eliminate barriers to entry for innovative products and barriers to interoperability and help automate patient care with its open and scalable architecture."

@MasimoInnovates (http://trk.cp20.com/Tracking/t.c?8d5pm-odo33-lent0i9&_v=2) || #Masimo

¹ Needham D, Korupolu R, Zanni J, Pradhan P, Colantuoni E, Palmer J, Brower R, Fan E. "Early Physical Medicine and Rehabilitation for Patients With Acute Respiratory Failure: A Quality Improvement Project." Archives of Physical Medicine and Rehabilitation Vol 91, Issue 4, PP 536–542, April 2010

About Masimo

Masimo (NASDAQ: MASI) is the global leader in innovative noninvasive monitoring technologies that significantly improve patient care—helping solve "unsolvable" problems. In 1995, the company debuted Measure-through Motion and Low Perfusion pulse oximetry, known as Masimo SET[®], which virtually eliminated false alarms and increased pulse oximetry's ability to detect life-threatening events. More than 100 independent and objective studies have shown that Masimo SET[®] outperforms other pulse oximetry technologies, even under the most challenging clinical conditions, including patient motion and low peripheral perfusion. In 2005, Masimo introduced rainbow Pulse CO-Oximetry technology, allowing noninvasive and continuous monitoring of blood constituents that previously could only be measured invasively, including total hemoglobin (SpHb[®]), oxygen content (SpOC[™]), carboxyhemoglobin (SpCO[®]), methemoglobin (SpMet[®]), and Pleth Variability Index (PVI[®]), in addition to SpO₂, pulse rate, and perfusion index (PI). Additional information about Masimo and its products may be found at www.masimo.com (<http://www.masimo.com>).

Forward-Looking Statements

This press release includes forward-looking statements as defined in Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934, in connection with the Private Securities Litigation Reform Act of 1995. These forward-looking statements are based on current expectations about future events affecting us and are subject to risks and uncertainties, all of which are difficult to predict and many of which are beyond our control and could cause our actual results to differ materially and adversely from those expressed in our forward-looking statements as a result of various risk factors discussed in the "Risk Factors" section of our most recent reports filed with the Securities and Exchange Commission ("SEC"), which may be obtained for free at the SEC's website at www.sec.gov (http://trk.cp20.com/Tracking/t.c?8d5pm-odo35-lent0i1&_v=2). Although we believe that the expectations reflected in our forward-looking statements are reasonable, we do not know whether our expectations will prove correct. All forward-looking statements included in this press release are expressly qualified in their entirety by the foregoing cautionary statements. You are cautioned not to place undue reliance on these forward-looking statements, which speak only as of today's date. We do not undertake any obligation to update, amend or clarify these statements or the "Risk Factors" contained in our most recent reports filed with the SEC, whether as a result of new information, future events or otherwise, except as may be required under the applicable securities laws.

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Newborn Foundation Bestows Masimo CEO Joe Kiani with the Hubert H. Humphrey 'Dawn of Life' Award

Awards Gala Marked Largest Fundraiser of its Kind to Raise Awareness to Combat Newborn Mortality

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Irvine, California – Oct. 13, 2014 –The Newborn Foundation presented Joe Kiani, founder, CEO and Chairman of the Board of Masimo (NASDAQ: MASI), with the Hubert H. Humphrey “Dawn of Life” Award at its gala Friday night in Minneapolis, Minn., an honor previously reserved for members of Congress.



Billed as the largest fundraiser of its kind to raise awareness for combatting newborn mortality, all proceeds from the awards gala will go to the continued efforts of the Newborn Foundation | Coalition to leverage technologies that improve early detection of health conditions and access to care for newborns.

Hubert “Buck” Humphrey IV, the former Vice President’s grandson, presented the Dawn of Life award to Kiani as a “visionary leader who has been dedicated to increasing the role of technology and innovation in improving health” of newborns around the world.

Kiani received the “Dawn of Life” Award the same day Masimo announced CE Mark of Eve™ Newborn Screening Software Application* for Radical-7® Pulse CO-Oximeters, designed to help clinicians more effectively and efficiently screen newborns for critical congenital heart disease (CCHD).

“Joe’s work has been truly outstanding,” said Annamarie Saarinen, co-founder and CEO of the Newborn Foundation. “It’s been a privilege to have his wisdom and support in pursuit of improving newborn health and patient safety.”

The Newborn Foundation (<http://www.newbornfoundation.org/>) was launched after Saarinen’s daughter, Eve, was diagnosed and treated for critical congenital heart defects as a newborn. She was only able to survive because of early detection and access to life-saving intervention. In just a few short years, the Newborn Foundation’s advocacy and policy leadership have impacted the landscape of newborn health – and helped save lives. Today, nearly all 4 million babies born each year in the U.S. are being screened with pulse oximetry (<http://cchdscreeningmap.org/>) for heart defects and other serious health conditions and the Newborn Foundation’s projects are impacting the hardest to reach and most underserved babies across the nation.

The Foundation’s work has also expanded internationally, with vital screening, telehealth and infrastructure programs in Morocco, the Philippines and rural China. A partner of the United Nations’ Every Newborn Action Plan (http://www.everynewborn.org/Documents/ENAP_commitments-RA.pdf)– Masimo and the Newborn Foundation’s BORN Project (<http://www.newbornfoundation.org/born-project>)were highlighted at a global meeting of delegates in Johannesburg this year as being among a handful of programs that are saving newborn lives.

<https://www.masimo.com/company/masimo/awards/>

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Stated Kiani: "I am truly humbled and honored to receive the Newborn Foundation's 'Dawn of Life' Award. The Newborn Foundation is a tireless advocate for those who can't yet speak for themselves – babies born with heart and other conditions, who can be saved with early detection and intervention. I, and all of us at Masimo, look forward to continue working alongside the Newborn Foundation, with the goal of eliminating preventable deaths of newborns."

Eve™ is not available in the United States.

** Referred to as "CCHD Mode" in Radical-7*

About the Newborn Foundation

The Newborn Foundation is an international non-profit working specifically to leverage health IT and medical technologies to improve access and outcomes while reducing disparities for newborns. The organization has been integral in the policy development, adoption and implementation of technologies for early detection, intervention and care of the youngest patients, including the landmark addition of universal newborn screening with pulse oximetry as a public health initiative. The work has now moved international, with vital newborn health projects in the UK, Morocco, the Philippines and rural China. Visit www.newbornfoundation.org (<http://www.newbornfoundation.org>)

About Masimo

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Forward Looking Statements

This press release includes forward-looking statements as defined in Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934, in connection with the Private Securities Litigation Reform Act of 1995. These forward-looking statements are based on current expectations about future events affecting us and are subject to risks and uncertainties, all of which are difficult to predict and many of which are beyond our control and could cause our actual results to differ materially and adversely from those expressed in our forward-looking statements as a result of various risk factors, including, but not limited to: whether Mr. Kiani's receipt of the Dawn of Life award will have any material effect on our business, as well as other factors discussed in the Risk Factors" section of our most recent reports filed with the Securities and Exchange Commission ("SEC"), which may be obtained for free at the SEC's website at www.sec.gov. Although we believe that the expectations reflected in our forward-looking statements are reasonable, we do not know whether our expectations will prove correct. All forward-looking statements included in this press release are expressly qualified in their entirety by the foregoing cautionary statements. You are cautioned not to place undue reliance on these forward-looking statements, which speak only as of today's date. We do not undertake any obligation to update, amend or clarify these forward-looking statements or the "Risk Factors" contained in our most recent reports filed with the SEC, whether as a result of new information, future events or otherwise, except as may be required under the applicable securities laws.

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Masimo - Awards

Becker's Hospital Review Names 50 Experts Leading the Field of Patient Safety, including Patient Safety Movement Foundation Founder Joe Kiani

Irvine, California – April 7, 2014 – Becker's Hospital Review has published its list ^{*****} Hospital Review of "50 Experts Leading the Field of Patient Safety," recognizing healthcare organizations, nonprofits, universities and other institutions devoted to improving patient safety and quality of care. The leaders include healthcare providers, advocates, administrators, researchers and professors who have demonstrated a commitment to patient safety through their body of work, personal accomplishments and organizational leadership.

The Becker's Hospital Review editorial team evaluated experts based on local and national impact on patient safety through participating in or heading patient safety initiatives, educating others, publicly speaking about patient safety and publishing articles and research.

The 2014 roster of "50 Experts Leading the Field of Patient Safety" includes:

James P. Bagian, MD, PE. Director for the Center for Health Engineering and Patient Safety, University of Michigan

David W. Bates, MD, MSc. Senior Vice President for Quality and Safety and Chief Quality Officer at Brigham and Women's Hospital and Brigham and Women's Physicians Organization

Donald M. Berwick, MD, MPP. Former CMS Administrator

Karl Bilimoria, MD, MS. Director of Surgical Outcomes and Quality Improvement Center at Northwestern Memorial Hospital

Leah F. Binder, MA, MGA. CEO of The Leapfrog Group

Maureen Bisognano, RN. President and CEO of the Institute for Healthcare Improvement

Doug Bonacum. Vice President of Quality, Safety and Resource Management at Kaiser Permanente

Richard Boothman, JD. Chief Risk Officer of University of Michigan Health System

Helga Brake, PharmD, CPHQ. Patient Safety Leader at Northwestern Memorial Hospital

Mark R. Chassin, MD, FACP, MPP, MPH. President of The Joint Commission and President and CEO of the Joint Commission Center for Transforming Healthcare

Michael R. Cohen, RPh, MS, ScD. President of the Institute for Safe Medication Practices

Molly Coye, MD, MPH. Chief Innovation Officer at UCLA Health

Katrina Crist, MBA. CEO of the Association for Professionals in Infection Control and Prevention

James DeFontes, MD. Patient Safety Officer for Kaiser Permanente Southern California

Sir Liam Donaldson, Patient Safety Envoy for the World Health Organization

Ethan Freid, MD, FACP. Founder of the NYACP Near-Miss Registry

Tom Frieden, MD, MPH. Director of the Centers for Disease Control and Prevention

Karen Frush, MD. Chief Patient Safety Officer at Duke University Health System

Chu Foxlin. Associate at Tsoi/Kobus & Associates

Tejal K. Gandhi, MD, MPH, CPPS. President of the National Patient Safety Foundation

<https://www.masimo.com/company/masimo/awards/>

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Atul Gawande, MD, PhD. Professor of Public Health at Harvard School of Public Health
 Michael Henderson, MD. Chief Quality Officer of Cleveland Clinic
 Gordon C. Hunt Jr., MD, MBA. Senior Vice President and CMO for Sutter Health
 Donald Kennerly, MD, PhD. Chief Quality Officer at Baylor Health Care System and Chief Patient Safety Officer for Baylor Scott & White Health
 Joe Kiani. Founder of the Patient Safety Movement Foundation
 Richard Kronick, PhD, Director for the Agency for Healthcare Research and Quality
 Lucian Leape, MD. Chairman of the Lucian Leape Institute at the National Patient Safety Foundation
 Jeffrey C. Lerner, PhD. President and CEO of ECRI
 Tammi Minnier, RN, MSN, FACHE. Chief Quality Officer for UPMC
 Elizabeth Mort, MD. Senior Vice President for Quality and Safety at Massachusetts General Hospital
 Frank Overdyk, MD, MSEE. Executive Director for Research at North American Partners in Anesthesia
 Peter Pronovost, MD. Senior Vice President for Patient Safety and Quality at Johns Hopkins Medicine
 Eric Schneider, MD, Editor of the International Journal of Quality in Healthcare
 Kaveh G. Shojania, MD. Editor-in-Chief of BMJ Quality & Safety
 Robert K. Stoelting, MD. President of the Anesthesia Patient Safety Foundation
 Janet Woodcock, MD. Director of the Center for Drug Evaluation and Research
 Joan Wynn, PhD. Chief Quality and Safety Officer for Vidant Health
 The entire list can be found here: 50 Experts Leading the Field of Patient Safety – 2014 (<http://www.beckershospitalreview.com/lists/50-experts-leading-the-field-of-patient-safety-2014.html>)

For more information about the Patient Safety Movement Foundation and its mission to eliminate preventable patient deaths by 2020, please visit <http://patientsafetymovement.org> (<http://patientsafetymovement.org>).

About Masimo

Masimo (NASDAQ: MASI) is the global leader in innovative noninvasive monitoring technologies that significantly improve patient care—helping solve "unsolvable" problems. In 1995, the company debuted Measure-Through Motion and Low Perfusion pulse oximetry, known as Masimo SET[®], which virtually eliminated false alarms and increased pulse oximetry's ability to detect life-threatening events. More than 100 independent and objective studies have shown that Masimo SET[®] outperforms other pulse oximetry technologies, even under the most challenging clinical conditions, including patient motion and low peripheral perfusion. In 2005, Masimo introduced rainbow Pulse CO-Oximetry technology, allowing noninvasive and continuous monitoring of blood constituents that previously could only be measured invasively, including total hemoglobin (SpHb[®]), oxygen content (SpOC[™]), carboxyhemoglobin (SpCO[®]), methemoglobin (SpMet[®]), and Pleth Variability Index (PVI[®]), in addition to SpO₂, pulse rate, and perfusion index (PI). Additional information about Masimo and its products may be found at www.masimo.com.

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Masimo Receives 2013 Zenith Award at the American Association of Respiratory Care Congress

Irvine, California – November 18, 2013 – Masimo (NASDAQ: MASI), the inventor of Pulse CO-Oximetry™ and Measure-through Motion and Low Perfusion™ pulse oximetry, announced today that it has received the prestigious Zenith Award for equipment and service excellence from the American Association of Respiratory Care (AARC) at the 59th Annual AARC Congress in Anaheim, Calif.



With the 2013 Zenith Award, Masimo has achieved AARC's top industry recognition honoring respiratory care equipment and pharmaceutical manufacturers for quality and service excellence. More than 400 companies were eligible for only one of six Zenith Award honors. Award winners are chosen by the association's membership—more than 52,000 respiratory care professionals—based upon the quality of equipment and/or supplies, accessibility and helpfulness of sales personnel, as well as the company's responsiveness, service record, truth in advertising, and overall support of the respiratory care profession.

"Masimo typifies the qualities represented in the criteria and, because of this, we salute you and your employees," said AARC Executive Director/CEO Thomas J. Kallstrom.

"We are honored by the appreciation of so many AARC members who have once again recognized us with the Zenith Award," said Joe Kiani, founder & CEO of Masimo. "This recognition is especially meaningful and gratifying because it comes from the clinicians who use our products every day."

About Masimo

Masimo (NASDAQ: MASI) is the global leader in innovative noninvasive monitoring technologies that significantly improve patient care—helping solve "unsolvable" problems. In 1995, the company debuted Measure-Through Motion and Low Perfusion pulse oximetry, known as Masimo SET®, which virtually eliminated false alarms and increased pulse oximetry's ability to help clinicians detect life-threatening events. More than 100 independent and objective studies have shown that Masimo SET® outperforms other pulse oximetry technologies, even under the most challenging clinical conditions, including patient motion and low peripheral perfusion. In 2005, Masimo introduced rainbow® Pulse CO-Oximetry™ technology, allowing noninvasive and continuous monitoring of blood constituents that previously required invasive procedures; total hemoglobin (SpHb®), oxygen content (SpOC™), carboxyhemoglobin (SpCO®), methemoglobin (SpMet®), PVi®, and perfusion index (PI), in addition to measure-through motion SpO2, and pulse rate. In 2008, Masimo introduced Patient SafetyNet™, a remote monitoring and wireless clinician notification system designed to help hospitals avoid preventable deaths and injuries associated with failure to rescue events. In 2009, Masimo introduced rainbow® Acoustic Monitoring™, the first-ever commercially available noninvasive and continuous monitoring of acoustic respiration rate (RRa™). Masimo SET® and Masimo rainbow® technologies also can be found in over 100 multiparameter patient monitors from over 50 medical device manufacturers around the world. Founded in 1989, Masimo has the mission of "Improving Patient Outcome and Reducing Cost of Care by Taking Noninvasive Monitoring to New Sites and Applications®." Additional information about Masimo and its products may be found at www.masimo.com.

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Forward-Looking Statements

This press release includes forward-looking statements as defined in Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934, in connection with the Private Securities Litigation Reform Act of 1995. These forward-looking statements are based on current expectations about future events affecting us and are subject to risks and uncertainties, all of which are difficult to predict and many of which are beyond our control and could cause our actual results to differ materially and adversely from those expressed in our forward-looking statements as a result of various risk factors discussed in the "Risk Factors" section of our most recent reports filed with the Securities and Exchange Commission ("SEC"), which may be obtained for free at the SEC's website at www.sec.gov. Although we believe that the expectations reflected in our forward-looking statements are reasonable, we do not know whether our expectations will prove correct. All forward-looking statements included in this press release are expressly qualified in their entirety by the foregoing cautionary statements. You are cautioned not to place undue reliance on these forward-looking statements, which speak only as of today's date. We do not undertake any obligation to update, amend or clarify these statements or the "Risk Factors" contained in our most recent reports filed with the SEC, whether as a result of new information, future events or otherwise, except as may be required under the applicable securities laws.

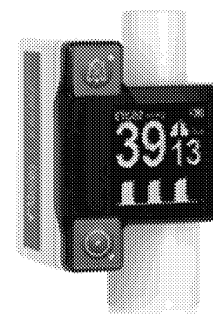
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EMMA™ Palm Size Capnograph Earns 2013 EMS World Top Innovation Award

Irvine, California – October 4, 2013 – Masimo(NASDAQ: MASI) announced today that its EMMA (/products/capnography/emma-capnograph/)™ Capnograph with waveform display earned a prestigious EMS World Top Innovation Award, another accolade for a powerful, portable device, that offers immediate waveform capnography, end-tidal carbon dioxide and respiration rate at your fingertips.

EMMA was one of 65 products entered as a new, innovative product in emergency medical services. A committee narrowed the field to finalists, which were selected for in-depth evaluation at the recent EMS World Expo (http://trk.cp20.com/Tracking/t.c?5yo7y-a8u99-me8qtn0&_v=2). Of those, 20 were selected as Top New Product Innovations to be featured in the December 2013 issue of *EMSWorld Magazine* (http://trk.cp20.com/Tracking/t.c?5yo7y-a8u9a-me8qtn0&_v=2), as well as on EMSWorld.com (http://trk.cp20.com/Tracking/t.c?5yo7y-a8u9b-me8qtn1&_v=2), and profiled in the January 2014 print issue.

Launched in July 2013, EMMA Capnograph offers clinicians assessment of end-tidal carbon dioxide (EtCO₂) and respiration rate, as well as assisting in recognition of return to spontaneous circulation, for a variety of clinical settings, including emergency



Masimo EMMA™ Capnograph.

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medicine and transport, ORs, ICUs, patient rooms, and clinics. Rugged, water-resistant and operational in first-responder and other clinically challenging conditions, EMMA Capnograph displays and monitors respiratory rate and EtCO₂ continuously with full accuracy within 15 seconds when connected to a patient's breathing circuit. Powered by two standard AAA batteries, EMMA's portability allows for easy use during cardiopulmonary resuscitation (CPR) and intubation in multiple points of care.

Previously, sister product EMMA Capnometer won a JEMS Hot Products Award (http://trk.cp20.com/Tracking/t.c?5yo7y-a8u9c-me8qtn2&_v=2) from the *Journal of Emergency Medical Services* (http://trk.cp20.com/Tracking/t.c?5yo7y-a8u9d-me8qtn3&_v=2) at the EMS Today Conference and Exposition.

"We are honored that our EMMA Capnograph continues to earn high praise from all corners of the EMS industry," said Jon Coleman, Masimo President, Masimo Worldwide Sales, Professional Services and Medical Affairs. "The EMS World Top Innovation Award is particularly uplifting given the intensely competitive field of EMS devices."

About Masimo

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Forward-Looking Statements

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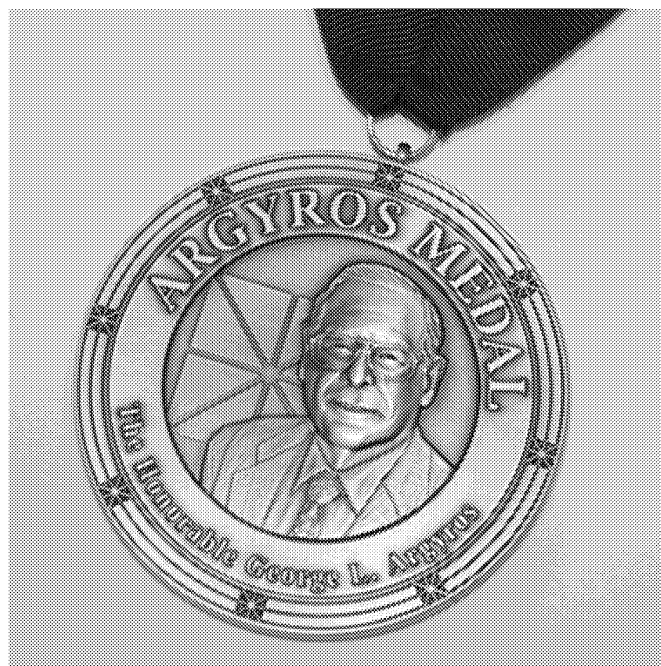
place undue reliance on these forward-looking statements, which speak only as of today's date. We do not undertake any obligation to update, amend or clarify these forward-looking statements or the "Risk Factors" contained in our most recent reports filed with the SEC, whether as a result of new information, future events or otherwise, except as may be required under the applicable securities laws.

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Masimo CEO Joe Kiani Receives Argyros Medal for Visionary Leadership & Commitment to Patient Safety

Chapman University's George L. Argyros School of Business and Economics Bestows Award at Commencement Address to Class of 2013

Irvine, California – May 20, 2013 – Chapman University's George L. Argyros School of Business and Economics awarded Joe Kiani, founder, CEO and Chairman of the Board of Masimo (NASDAQ: MASI), the Argyros Medal for his entrepreneurship, outstanding business accomplishments, service on behalf of patient safety, and dedication and support of Chapman University.



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James L. Doti, President of Chapman University, and Reginald H. Gilyard, Dean of the Argyros School of Business and Economics, presented Kiani with the Argyros Medal before Joe Kiani delivered the Commencement Address to the Class of 2013.

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Chapman officials noted that while English is his second language, Kiani graduated high school at the age of 15, and earned his Bachelor of Science and Master of Science degrees in electrical engineering at the age of 22.

"Joe demonstrates the meaning of hard work and resilience," said Gilyard, and added that with the knowledge gained through education, he founded Masimo, which "has grown exponentially through Joe's visionary leadership and is now a trailblazer in the medical technology field."

Gilyard also cited Kiani's passion and commitment for patient safety through his founding of the Patient Safety, Science & Technology Movement (http://trk.cp20.com/Tracking/t.c?5hl46-8acvt-me8qtn2&_v=2), with a goal to reduce preventable hospital deaths to zero by 2020, and his dedication to the Clinton Global Initiative to help alleviate maternal mortality and anemia in Sub-Saharan Africa starting with villages in Liberia and Uganda.

"Joe considers it his company's responsibility to make patient safety a top priority," Gilyard said. "And Masimo is working tirelessly to get medical decision-makers on board with this charge."

Stated Kiani: "I am truly humbled and honored to receive the Argyros Medal from Chapman University's George L. Argyros School of Business and Economics. As I noted in my Commencement Address to the Class of 2013, success should be defined in terms of happiness. This award represents a happy occasion, as well as a solemn reminder that ethical business practices and financial profits are not mutually exclusive."

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About the George L. Argyros Award

The George L. Argyros Award is given every year on behalf of the Honorable George L. Argyros '59. This award is given at the annual Argyros School of Business and Economics' Commencement ceremony. The award is given to a member of the community who exemplifies entrepreneurship and service. The Argyros Medal honors the outstanding accomplishments of the Honorable George L. Argyros as an entrepreneur and leader in the business community, as well as his dedication and support for Chapman University. Please visit www.chapman.edu/asbe/about-george-argyros.aspx (http://trk.cp20.com/Tracking/t.c?5hl46-8acvu-me8qtn3&_v=2)

About Masimo

Masimo (NASDAQ: MASI) is the global leader in innovative noninvasive monitoring technologies that significantly improve patient care—helping solve "unsolvable" problems. In 1995, the company debuted Measure-Through Motion and Low Perfusion pulse oximetry, known as Masimo SET®, which virtually eliminated false alarms and increased pulse oximetry's ability to help clinicians detect life-threatening events. More than 100 independent and objective studies have shown that Masimo SET® outperforms other pulse oximetry technologies, even under the most challenging clinical conditions, including patient motion and low peripheral perfusion. In 2005, Masimo introduced rainbow SET® Pulse CO-Oximetry technology, allowing noninvasive and continuous monitoring of blood constituents that previously required invasive procedures; total hemoglobin (SpHb®), oxygen content (SpOCTM), carboxyhemoglobin (SpCO®), methemoglobin (SpMet®), PVI®, and perfusion index (PI), in addition to measure-through motion SpO2, and pulse rate. In 2008, Masimo introduced Patient SafetyNet™, a remote monitoring and wireless clinician notification system designed to help hospitals

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avoid preventable deaths and injuries associated with failure to rescue events. In 2009, Masimo introduced rainbow® Acoustic Monitoring™, the first-ever commercially available noninvasive and continuous monitoring of acoustic respiration rate (RRa™). Masimo SET® and Masimo rainbow® technologies also can be found in over 100 multiparameter patient monitors from over 50 medical device manufacturers around the world. Founded in 1989, Masimo has the mission of "Improving Patient Outcome and Reducing Cost of Care by Taking Noninvasive Monitoring to New Sites and Applications®." Additional information about Masimo and its products may be found at www.masimo.com (http://trk.cp20.com/Tracking/t.c?5hl46-8acvv-me8qtn4&_v=2).

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Masimo iSpO2 Pulse Oximeter & EMMA Emergency Capnometer Earn JEMS Hot Products Awards at EMS Today 2013 Conference & Exposition

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Masimo One of Two Companies (out of 300) to Win Two Awards at 31st Annual Industry-Leading Emergency Medical Services Event

IRVINE, California – April 29, 2013 – Masimo (NASDAQ: MASI) announced today that its iSpO2™ pulse oximeter for iPad, iPhone, and iPod touch and EMMA™ Emergency Capnometer earned JEMS Hot Product awards. Only two companies received dual Hot Product award honors at the EMS Today 2013 Conference & Exposition, the industry's leading emergency medical services (EMS) event held recently in Washington, D.C.

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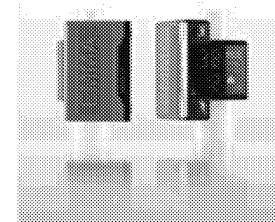
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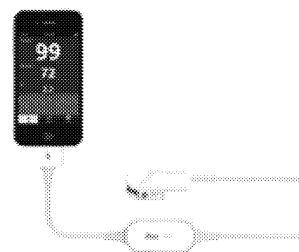
A dozen judges reviewed and evaluated products that had recently been introduced into the emergency service industry by the more than 300 exhibitors at the EMS Today 2013 Conference & Exhibition and rated each of them on originality, functionality, ease of use, and need in the EMS setting. The top 25 products were then selected as the hottest new products shown at EMS Today 2013.

“This year just two companies got two products selected in the top 25 – quite an achievement,” said AJ Heightman, editor-in-chief of JEMS. “We have had very few double winners in the past.”

The EMMA Mainstream Capnometer measures, displays, and monitors respiratory rate and end-tidal carbon dioxide (EtCO₂) continuously when connected to a patient’s breathing circuit. EMMA’s portability allows for use during cardiopulmonary resuscitation (CPR) and intubation in multiple points of care including pre-hospital, rapid response, emergency medicine, operating room, intensive care unit, and long-term acute care. Because EMMA is integrated into the breathing circuit for easy viewing during CPR and endotracheal tube placement, it is highly accessible during transport and/or emergency ventilation scenarios—allowing quick assessment in just a few seconds.



EMMA Mainstream Capnometer™ continuously measures, displays, and monitors respiratory rate and end-tidal carbon dioxide (EtCO₂).



Masimo iSpO₂™ pulse oximetry cable and sensor (available at iSpO2.com) is compatible with the iPhone, iPad, or iPod touch.

The Masimo iSpO₂™ is a consumer pulse oximeter utilizing Masimo SET® technology – the same technology used in leading hospitals worldwide, providing accurate measurements even during the challenging conditions of motion and low perfusion – for use with iPhone, iPad or iPod touch with 30-pin connector to noninvasively measure blood oxygenation, pulse rate and perfusion index. iSpO₂ is for short-term sports and aviation use and is not intended for medical use.

“We are honored that our iSpO₂ pulse oximeter and EMMA capnometer received two prestigious JEMS Hot Products Awards at EMS Today, the preeminent conference and exhibition for the emergency services industry,” said Jon Coleman, Masimo President of Worldwide Sales and Marketing and Clinical Research. “Masimo has always been committed to taking monitoring technologies to new sites and applications, and we’re equally committed to launching more award-winning products.”

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About Masimo

Masimo (NASDAQ: MASI) is the global leader in innovative noninvasive monitoring technologies that significantly improve patient care—helping solve “unsolvable” problems. In 1995, the company debuted Measure-Through Motion and Low

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Perfusion pulse oximetry, known as Masimo SET®, which virtually eliminated false alarms and increased pulse oximetry's ability to help clinicians detect life-threatening events. More than 100 independent and objective studies have shown that Masimo SET® outperforms other pulse oximetry technologies, even under the most challenging clinical conditions, including patient motion and low peripheral perfusion. In 2005, Masimo introduced rainbow® Pulse CO-Oximetry™ technology, allowing noninvasive and continuous monitoring of blood constituents that previously required invasive procedures; total hemoglobin (SpHb®), oxygen content (SpOC™), carboxyhemoglobin (SpCO®), methemoglobin (SpMet®), PVi®, and perfusion index (PI), in addition to measure-through motion SpO2, and pulse rate. In 2008, Masimo introduced Patient SafetyNet™, a remote monitoring and wireless clinician notification system designed to help hospitals avoid preventable deaths and injuries associated with failure to rescue events. In 2009, Masimo introduced rainbow® Acoustic Monitoring™, the first-ever commercially available noninvasive and continuous monitoring of acoustic respiration rate (RRa™). Masimo SET® and Masimo rainbow® technologies also can be found in over 100 multiparameter patient monitors from over 50 medical device manufacturers around the world. Founded in 1989, Masimo has the mission of "Improving Patient Outcome and Reducing Cost of Care ... by Taking Noninvasive Monitoring to New Sites and Applications®." Additional information about Masimo and its products may be found at www.masimo.com (<http://www.masimo.com>).

Forward-Looking Statements

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Masimo Corporation Founder and CEO Joe Kiani Named Ernst & Young National Entrepreneur Of The Year – 2012 Life Sciences Award Winner

Joe Kiani honored for revolutionizing today's health care technologies with the invention and commercialization of noninvasive patient monitoring devices

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IRVINE, California, November 20, 2012 – Joe Kiani, founder, CEO and Chairman of the Board of Masimo Corporation, has been named the Ernst & Young National Entrepreneur Of The Year – 2012 Life Sciences Award Winner. The Ernst & Young Entrepreneur Of The Year Award is the country’s most prestigious business award for entrepreneurs. The award encourages entrepreneurial activity and recognizes leaders and visionaries who demonstrate innovation, financial success and personal commitment as they create and build world-class businesses.



Kiani was recognized for revolutionizing the health care industry by taking risks to create and commercialize noninvasive patient monitoring devices, which include a wide array of sensors that lead to improved accuracy, a reduction in the overall number of false readings, and ultimately, reduced cost of care. Kiani was honored at the Entrepreneur Of The Year Awards gala, the culminating event of the Ernst & Young Strategic Growth Forum in Palm Springs, Calif. The Forum is the nation’s premier gathering of high-growth, market-leading companies. Awards were given in nine additional categories. The Ernst & Young Entrepreneur Of The Year Award winners were selected by an independent panel of judges from 244 regional award recipients.

“We are pleased to honor Joe Kiani with this esteemed award and recognize him for his perseverance, passion, and innovative mind – all of which continue to make a positive impact on health care and patient monitoring technologies,” said Bryan Pearce, Americas Director, Entrepreneur Of The Year, Ernst & Young LLP. “Joe’s innovative approach, discipline and triumph over the years truly demonstrate the meaning of the entrepreneurial spirit we’ve come to celebrate over the last 26 years.”

The early rise and collapse

By training, Kiani is an electrical engineer, graduating from high school at the mere age of 15. Kiani’s entrepreneurial spirit sprouted early on at his first job, a smaller company with pulse oximeter technology, where he worked in exchange for stock – not cash. Kiani’s aptitude and contributions led to his swift rise to the top as president of the company, after its upcoming merger, at an early age. But as hasty as the rise, Kiani quickly learned an important aspect of ethics and integrity. As a result of his efforts in honesty, Kiani was blamed for the collapse of the company’s pending merger. This decision and outcome ultimately led to Masimo Corporation.

Passion & discipline: never settle for less

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With Kiani's developed passion for adaptive signal processing for noninvasive monitoring, he took the money he had saved and a \$40,000 bank loan and began to develop noninvasive patient monitoring technology from his garage. Within three short years of maintaining a strong financial discipline, Kiani had raised substantial capital and was well on his way to creating medical technology that has transformed the health care industry today – technology that would not exist were it not for Masimo Corporation. Despite hospital administrators and clinicians embracing Masimo's superior technology, Kiani still faced barriers. Larger, more established companies and group purchasing organizations (GPOs) were reluctant to let Masimo Corporation succeed in the market. Kiani stuck by his belief of always doing what is right for patient care and emerged victorious after Senate investigations into anticompetitive practices of GPOs and established companies, including his main rival, where Kiani testified twice in front of the U.S. Senate Judiciary Committee, and a seven-year patent infringement legal battle – a battle that threatened to bankrupt Masimo.

Giving back and thriving

As Masimo emerged as a success story in the medical industry, many advised Kiani to buy out his existing shareholders. But instead, he distributed much of his profit in a special dividend and offered a substantial appreciation bonus to employees. Soon after, Kiani knew Masimo could achieve bigger and better things, and in order to do so, he took the company public. In its first five years as a public company, Masimo Corporation product revenues increased by more than 100 percent, and net income increased by more than 175 percent. Throughout it all, Kiani never stopped taking risks to grow what is now a multi-million dollar public company with more than 2,700 employees.

About Ernst & Young's Entrepreneur Of The Year

Ernst & Young's Entrepreneur Of The Year is the world's most prestigious business award for entrepreneurs. The unique award makes a difference through the way it encourages entrepreneurial activity among those with potential and recognizes the contribution of people who inspire others with their vision, leadership and achievement. As the first and only truly global award of its kind, Entrepreneur Of The Year celebrates those who are building and leading successful, growing and dynamic businesses, recognizing them through regional, national and global awards programs in more than 140 cities in 50 countries.

About Ernst & Young

Ernst & Young is a global leader in assurance, tax, transaction and advisory services. Worldwide, our 167,000 people are united by our shared values and an unwavering commitment to quality. We make a difference by helping our people, our clients and our wider communities achieve their potential.

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Masimo Pronto-7® Wins GOLD "Stevie®" Award for Best New Health Product

Irvine, California – September 20, 2012 – Masimo Corporation (NASDAQ: MASI) announced today that its Pronto-7® handheld noninvasive hemoglobin, arterial oxygen saturation (SpO₂), pulse rate, and perfusion index spot-check testing device earned a 2012 GOLD Stevie® American Business Award for the Best New Product or Service in the Health & Pharmaceuticals category.



This marks the fourth industry award the innovative Pronto-7 has won since its commercialization last year. The 2012 Stevie Award winners were honored recently at a presentation ceremony at the Julia Morgan Ballroom, Merchants Exchange in San Francisco.

The Pronto-7 is a palm-sized device designed for quick-and-easy noninvasive total hemoglobin (SpHb®) spot-check testing, along with SpO₂, pulse rate, and perfusion index. Extremely lightweight at approximately 296g, the Pronto-7 delivers total hemoglobin measurement results—a physiological parameter that previously required an invasive blood draw and time-consuming lab analysis—in under one minute. Offering needle-less and pain-free hemoglobin testing, the Pronto-7 is a cost-effective solution for immediate, on-the-spot hemoglobin testing that is raising the expectations of patients and clinicians alike to more advanced healthcare at the earliest moment of care.

"We are honored the Pronto-7 has earned a GOLD Stevie award, emerging atop an extremely competitive field this year," said Joe Kiani, Founder and CEO of Masimo. "The Pronto-7 incorporates some of Masimo's most advanced technology to help overcome many of the challenges and risks associated with invasive hemoglobin sampling for both clinicians and patients – enabling fast, accurate, painless, needle-free total hemoglobin measurements."

The Stevie Awards were created to honor and generate public recognition of the achievements and positive contributions of organizations and business people worldwide. Beginning with The American Business Awards in 2002, The International Business Awards in 2003, The Stevie Awards for Women in Business in 2004, and the Stevie Awards for Sales & Customer Service in 2006, the program's mission is to raise the profile of exemplary organizations and individuals among the press, the business community, and the general public. The Stevie has become one of the world's most coveted awards.

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The American Business Awards are judged each year by more than 200 executives nationwide. Sponsors include several of the top business publishers and marketers.

About Masimo Masimo

(NASDAQ: MASI) is the global leader in innovative noninvasive monitoring technologies that significantly improve patient care—helping solve "unsolvable" problems. In 1995, the company debuted Measure-Through Motion and Low Perfusion pulse oximetry, known as Masimo SET®, which virtually eliminated false alarms and increased pulse oximetry's ability to detect life-threatening events. More than 100 independent and objective studies demonstrate Masimo SET provides the most reliable SpO₂ and pulse rate measurements even under the most challenging clinical conditions, including patient motion and low peripheral perfusion. In 2005, Masimo introduced rainbow SET® Pulse CO-Oximetry™ technology, allowing noninvasive and continuous monitoring of blood constituents that previously required invasive procedures, including total hemoglobin (SpHb®), oxygen content (SpOC™), carboxyhemoglobin (SpCO®), methemoglobin (SpMet®), and Pleth Variability Index (PVI®), in addition to SpO₂, pulse rate, and perfusion index (PI). In 2008, the company introduced Masimo SafetyNet™, a remote monitoring and wireless clinician notification system designed to help hospitals avoid preventable deaths and injuries associated with failure to rescue events. In 2009, Masimo introduced rainbow Acoustic Monitoring™, the first-ever noninvasive and continuous monitoring of acoustic respiration rate (RRa™). Masimo's rainbow SET technology platform offers a breakthrough in patient safety by helping clinicians detect life-threatening conditions and helping guide treatment options. In 2010, Masimo acquired SedLine®, a pioneer in the development of innovative brain function monitoring technology and devices. Masimo SET and Masimo rainbow SET technologies can also be found in over 100 multiparameter patient monitors from over 50 medical device manufacturers around the world. Founded in 1989, Masimo has the mission of "Improving Patient Outcome and Reducing Cost of Care ... by Taking Noninvasive Monitoring to New Sites and Applications®." Additional information about Masimo and its products may be found at www.masimo.com (/).

Forward-Looking Statements

This press release includes forward-looking statements as defined in Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934, in connection with the Private Securities Litigation Reform Act of 1995. These forward-looking statements are based on current expectations about future events affecting us and are subject to risks and uncertainties, all of which are difficult to predict and many of which are beyond our control and could cause our actual results to differ materially and adversely from those expressed in our forward-looking statements as a result of various risk factors, including, but not limited to: risks related to our assumptions of the repeatability of clinical results obtained using the new Masimo Pronto-7 and noninvasive sensor sizes, risks related to our belief that the Pronto-7 enables quick and easy noninvasive spot-checking of hemoglobin (SpHb®), SpO₂, pulse rate, and perfusion index at the point-of-care for all patients, as well as other factors discussed in the "Risk Factors" section of our most recent reports filed with the Securities and Exchange Commission ("SEC"), which may be obtained for free at the SEC's website at www.sec.gov (<https://www.sec.gov/>). Although we believe that the expectations reflected in our forward-looking statements are reasonable, we do not know whether our expectations will prove correct. All forward-looking statements included in this press release are expressly qualified in their entirety by the foregoing cautionary statements. You are cautioned not to place undue reliance on these forward-looking statements, which speak only as of today's date. We do not undertake any obligation to update, amend or clarify these statements or the "Risk Factors" contained in our most recent reports filed with the SEC, whether as a result of new information, future events or otherwise, except as may be required under the applicable securities laws.

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Masimo CEO Joe Kiani Named Ernst & Young Entrepreneur of the Year

Irvine, California – June 8, 2012 – Masimo (NASDAQ: MASI)

CEO and founder Joe Kiani received the Ernst & Young (Orange County) Entrepreneur of the Year® Award during a gala at the St. Regis Monarch Beach Resort in Dana Point, Calif., Thursday evening.



Kiani is an inventor of pioneering noninvasive patient-monitoring devices, a trusted voice for patient safety and care, and a convention-breaking maverick.

Founded in 1989, Masimo has grown from a garage startup into a successful publicly traded company, employing more than 2,500 people worldwide. The company makes and markets Measure-through-Motion and Low Perfusion (blood flow) pulse oximetry technology such as Masimo rainbow® SET Pulse CO-Oximetry™ – a breakthrough platform that allows noninvasive, continuous monitoring of blood constituents and physiological parameters that previously required invasive procedures, including: total hemoglobin (SpHb®), oxygen content (SpOC™), carboxyhemoglobin (SpCO®), methemoglobin (SpMet®), Pleth Variability Index (PVi®), and acoustic respiration rate (RRa™), in addition to the Measure-through Motion and Low Perfusion performance of Masimo SET® oxyhemoglobin (SpO2), perfusion index (PI), and pulse rate (PR).

In 2006, Kiani and Masimo emerged victorious after a seven-year patent-infringement battle against a larger competitor. His underdog story is a testament to the power of the American Dream. The company filed for a successful initial public offering in 2007. *Forbes* named Masimo one of the best small public companies in the United States (November 2011). The company also has earned dozens of industry honors, including the 2011 TechAmerica High-Tech Innovation Award; the 2011 Gold Medal Medical Design Excellence Award; the 2011 iF Product Design Award; and multiple Zenith awards, among others.

In 2010, Kiani created the Masimo Foundation for Ethics, Innovation and Competition in Healthcare to encourage and promote activities, programs, and research opportunities that improve patient safety and deliver advanced healthcare to people worldwide who may not otherwise have access to lifesaving technologies.

“This is an honor and one that’s made possible by the incredible, passionate and hard-working people at Masimo, who are motivated to help improve patient care and reduce healthcare costs,” Kiani said of the Entrepreneur of the Year award. “We look forward to continuing to innovate,

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while taking noninvasive monitoring to new sites and applications.”

About Ernst & Young Entrepreneur of the Year

Ernst & Young Entrepreneur of the Year is the world’s most prestigious business award for entrepreneurs. The unique award makes a difference through the way it encourages entrepreneurial activity among those with potential, and recognizes the contribution of people who inspire others with their vision, leadership and achievement. As the first and only truly global award of its kind, Entrepreneur of the Year celebrates those who are building and leading successful, growing and dynamic businesses, recognizing them through regional, national and global awards programs in more than 140 cities in more than 50 countries.

About Masimo

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not undertake any obligation to update, amend or clarify these statements or the "Risk Factors" contained in our most recent reports filed with the SEC, whether as a result of new information, future events or otherwise, except as may be required under the applicable securities laws.

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Masimo Pronto-7 Receives 2011 TechAmerica High-Tech Innovation Award — One of OC's Largest and Longest Running Technology Celebrations

June 9, 2011 – The Masimo Pronto-7™ handheld noninvasive hemoglobin, arterial oxygen saturation (SpO₂), pulse rate, and perfusion index spot-check testing device has been named the 2011 TechAmerica High-Tech Innovation Award winner in the medical devices category. The premier high-tech innovation event in the OC (California), TechAmerica celebrates excellence and achievement in the region's technology industry—honoring local companies, individuals, and products that drive innovation in Orange County and Inland Empire. This year's High-Tech Innovation Award winners were recognized during a special awards ceremony at the Hyatt Regency in Irvine, Calif. on June 9, 2011, which drew nearly 400 luminaries from local high-tech companies, financial and government institutions, as well as academic leaders, students, and investors.



Honored as a breakthrough in hemoglobin spot-check testing for its ability to quickly and easily measure hemoglobin, arterial oxygen saturation (SpO₂), pulse rate, and perfusion index noninvasively without the pain and wait associated with invasive blood tests, Pronto-7 represents a cost-effective solution for immediate, on-the-spot testing that has the potential to advance the quality and delivery of healthcare around the world.

"This region (Orange County, California) boasts many noteworthy individuals, companies, and products that help advance the business of technology not only in Orange County but also throughout the world," said Bob Brunson, director, TechAmerica Orange County. "This year we saw a record number of 100 nominations, including many from companies new to the competition. We congratulate all of this year's finalists, and look forward to celebrating their achievements with them and the local business community."

TechAmerica—formed by the merger of AeA (formerly the American Electronics Association), the Cyber Security Industry Alliance (CSIA), the Information Technology Association of America (ITAA) and the Government Electronics & Information Technology Association (GEIA)—is the

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leading voice for the U.S. technology industry and the driving force behind productivity growth and jobs creation in the United States and the foundation of the global innovation economy. Representing nearly 1,200 member companies of all sizes from the public and commercial sectors of the economy, TechAmerica is the industry's largest advocacy organization and the technology industry's only grassroots-to-global advocacy network, with offices and partnerships in state capitals across the country, Washington DC, Europe (Brussels), Asia (Beijing), and around the world.

The new Pronto-7 with small, medium, and large size finger sensors will soon be launched internationally and is pending FDA 510(k) Clearance in the U.S.

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Masimo Pronto-7 Wins GOLD in the 2011 Medical Design Excellence Award Competition—the Premier Awards Program for the Medical Technology Community

Irvine, California – June 8, 2011 – Masimo Corporation (NASDAQ: MASI) announced today that its Pronto-7™ handheld noninvasive hemoglobin, arterial oxygen saturation (SpO₂), pulse rate, and perfusion index spot-check testing device has received the GOLD 2011 Medical Design Excellence Award—the highest award given in the general hospital devices and therapeutic products category. The 2011 Medical Design Excellence Award winners were honored today at a presentation ceremony in New York City's Jacob K. Javits Convention Center, in conjunction with the Medical Design & Manufacturing (MD&M) East Conference and Exposition (www.MDMEast.com (<http://www.MDMEast.com>)).



The Medical Design Excellence Awards competition (www.MDEAwards.com (<http://www.MDEAwards.com>)) is organized and presented by UBM Canon (Los Angeles) and is the only awards program that exclusively recognizes contributions and advances in the design of medical products. Entries are evaluated on the basis of their design and engineering features, including innovative use of materials, user related functions that improve healthcare delivery and change traditional medical attitudes or practices, features that provide enhanced benefits to the patient, and the ability of the product development team to overcome design and engineering



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challenges so that the product meets its clinical objectives. A comprehensive review of the entries was performed by an impartial, multidisciplinary panel of third-party jurors with expertise in biomedical engineering, human factors, industrial design, medicine, and diagnostics.

The palm-sized Masimo Pronto-7™ offers noninvasive hemoglobin, SpO₂, pulse rate, and PI spot-check results.

The Pronto-7 is truly an incredible breakthrough for clinical users. The palm-sized device was designed for quick-and-easy noninvasive hemoglobin (SpHb®) spot-check testing, along with SpO₂, pulse rate, and perfusion index. Extremely lightweight at approximately 296g, the Pronto-7 delivers total hemoglobin measurement results—a physiological parameter that previously required an invasive blood draw. Offering needle-less and pain-free hemoglobin blood testing, the Pronto-7 is a cost-effective solution for immediate, on-the-spot hemoglobin testing that is raising the expectations of patients and clinicians alike to more advanced healthcare at the earliest moment of care.

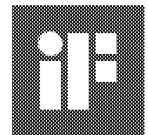
"We are honored that the judges have selected Pronto-7 as a GOLD MDEA winning product," said Joe Kiani, Founder and CEO of Masimo. "Pronto-7 was designed to help overcome many of the challenges and risks associated with invasive hemoglobin sampling for both clinicians and patients—enabling fast, accurate, painless, needle- and risk-free total hemoglobin measurements."

The new Pronto-7 with small, medium, and large size finger sensors will soon be launched internationally and is pending FDA 510(k) Clearance in the U.S.

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Masimo Pronto-7 Honored with the International Seal of Product Design Excellence as a 2011 iF Product Design Award Winner

Irvine, California – March, 2011 – The Masimo Pronto-7 has been named as one of the prestigious 2011 iF Product Design Award winners in medicine / health+care. Since 1953, the iF product design award has been internationally known as the most important award for innovative product design—honoring designers and manufacturers with a label of excellence that reflects current trends in outstanding design. iF product award winners are selected by a jury of international experts who convene over two days to evaluate first-hand the design quality, finish, choice of materials, degree of innovation,



environmental impact, functionality, ergonomics, visualization of intended use, safety, brand value + branding, and aspects of universal design. 993 products, out of 2,756 product entries from 1,121 participants in 43 countries, received the renowned iF product design award seal of excellence across 16 categories.

According to the jury, "Many well-known companies, and especially those with longstanding traditions, are increasingly refocusing on their own brand values and know-how that made them the successful manufacturers they are today. This year there were several extremely good examples of designs in which the brand philosophy of a company was communicated in a particularly successful fashion. Particularly in times of economic upheaval, design represents a crucial factor with regards to value creation and market success. In many of the submitted products, design clearly was the benchmark aspect."

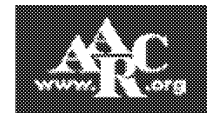


Pronto-7 is a palm-sized noninvasive total hemoglobin (SpHb), arterial oxygen saturation (SpO2), pulse rate, and perfusion index spot-check testing device (weighing just 10.5 ounces) that offers a breakthrough new solution for noninvasively measuring hemoglobin in less than one minute—without the needles, time-consuming laboratory analysis, risk of blood contamination, hazardous medical waste, and patient discomfort associated with traditional blood tests. It puts the power of a blood lab into any clinician's hands, in virtually any environment—allowing more patients to be assessed more easily.

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Masimo Awarded Prestigious 2010 Zenith Award for Third Straight Year

Irvine, California – December 13, 2010 – Underscoring the Company's commitment, dedication, and industry leadership in providing best-in-breed, innovative patient care solutions, Masimo (NASDAQ: MASI) received its third consecutive Zenith Award. As the AARC's top industry honor for quality and service excellence, more than 400 companies were eligible for one of five Zenith Award honors. Award winners are chosen by the association's membership—more than 44,000 respiratory care professionals—



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based upon the quality of the company's equipment and/or supplies, responsiveness, service record, truth in advertising, accessibility and helpfulness of sales personnel, and overall support of the respiratory care profession.

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Masimo Wins GHX 2010 Respiratory Product Best-in-Class Award



Annual Awards Honor Medical Manufacturers for Greatest Market Share Growth

Irvine, California – March 25, 2010 - Masimo has received the 2010 Global Healthcare Exchange (GHX) Best-in-Class Award for achieving the nation's highest year-over-year market share growth for distributed products in the Respiratory product category for the third straight year. Best-in-Class status is determined through a combination of year-over-year market share growth and total market share through the end of 2009. The winners were honored at the 10th Annual GHX Supply Chain Summit in Orlando, Florida, March 29-31, 2010.

"We are extremely pleased to honor Masimo for its leadership position in the Respiratory product category," said Ed McCauley, vice president, E-Sourcing and Business Intelligence, GHX. "Their performance proves that despite the down economy there continues to be market opportunities for manufacturers if they know where to target their sales efforts."

Masimo was among 31 leading medical-surgical product manufacturers recognized by GHX in six market segments and 35 product categories, ranging from electrosurgical products to microbiology reagents. Winners were determined using GHX Market Intelligence reports that analyze national distributed sales transaction data. With information provided by 27 of the nation's leading distributors, GHX Market Intelligence tracks and reports on more than \$35.5 billion of distributed sales for medical-surgical and clinical laboratory supplies and devices. It is the only comprehensive source for accurate, detailed and timely data for the acute and alternate site healthcare markets, containing geographically relevant and competitive market share, size and average selling price reporting down to the three-digit ZIP code level.

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2009 North American Patient Monitoring CEO of the Year Award - Joe E. Kiani

The 2009 Frost & Sullivan CEO of the Year Award in the North American Patient Monitoring market is presented to Mr. Joe E. Kiani (Mr. Kiani), the founder, Chairman of the Board of Directors, and CEO of Masimo, a global medical technology company. The Award is presented in recognition of Mr. Kiani's laudable accomplishments in launching Masimo as a platform to



conceptualize and develop novel noninvasive patient monitoring technologies. As the CEO of Masimo, Mr. Kiani has demonstrated unprecedented ability in understanding customer requirements, developing new technologies, delivering relevant products, and thereby exploiting new market opportunities. In leading Masimo, he has not only made technology innovation the core of the company's philosophy but also equally emphasized protection of that innovation through patent licensing and OEM contracts with established patient monitoring manufacturing companies such as GE Medical, Philips, Zoll, Atom, Draeger, and Medtronic. While accomplishing all of these things, Masimo and Mr. Kiani have also been recognized for their integrity in conducting business and truthfulness in advertising.

An Industry Icon

Mr. Kiani enjoys an iconic status in the industry by virtue of his pioneering contributions and proven capabilities in transforming a humble start-up venture into a leading publicly-traded company. After earning his B.S.E.E. and M.S.E.E. degrees from San Diego State University, Mr. Kiani served as Regional Technical Manager for Anthem Electronics, Inc, and as Field Applications Engineer for Bell industries, Inc. Moreover, he had also served Unisys Corporation as a Product Engineer. Finally, in 1989 Mr. Kiani laid the foundation of Masimo with the explicit goal to improve the precision of pulse oximetry monitoring equipment. Mr. Kiani also carries other responsibilities as a Board member of Saba Software, Inc; a software company specialized in human capital development and management solutions and as chairman of the Medical Device Manufacturers Association.

A True Innovation Leader

As a technology innovator, Mr. Kiani has always been intrigued by complex technical challenges. In his early career, he identified the inadequacies of conventional pulse oximetry monitoring equipment. Simultaneously, he also recognized the opportunity to apply adaptive filters and innovative signal processing technologies, named Signal Extraction Technology® in measuring physiological parameters. This technology application could potentially address the issue of

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motion artifact and low signal to noise problem that afflicted pulse oximetry. With the assistance of his friend, Mohamed Diab, an engineer, Mr. Kiani embarked on achieving the impossible goal of developing a pulse oximetry technology that provides precise, reliable measurements during low peripheral perfusion and patient motion. The outcome of this endeavor was the invention of a breakthrough technology in pulse oximetry, Masimo SET, which considerably reduced false alarms and increased the instrument's capability of detecting critical conditions.

This revolutionary discovery marked the beginning of Masimo's legacy as pulse oximetry technology innovator developing and manufacturing advanced, unique equipment each year. Under Mr. Kiani's leadership, in 2005 Masimo unveiled its second ground-breaking innovation, Masimo Rainbow SET Pulse CO-Oximetry with the advanced ability to measure several blood constituents that traditionally necessitated invasive methods. Considerable enhancements were made in this product line with the capacity to measure carboxyhemoglobin (SpCO®) in 2005, methemoglobin (SpMet®) in 2006, and pleth variability index (PVI®) in 2007. The latest Rainbow innovation from Masimo launched in 2008 is the noninvasive total hemoglobin (SpHb™). Additionally, this novel equipment also measures pulse rate, perfusion index, and oxyhemoglobin and plays a critical role in early detection and treatment of life-threatening conditions.

Unequaled Entrepreneurial Capabilities

The key to Mr. Kiani's success as the CEO of Masimo lies in directing his technological inventions to strategically address the unmet needs of the market. With adequate customer insights, identification of the shortcomings to the available pulse oximetry monitoring equipment, ideation and subsequent development of an exclusive class of medical instrumentation procedures, Mr. Kiani has redefined patient monitoring systems. Under Mr. Kiani's leadership, Masimo has successfully penetrated a market that poses significant entrance barriers. Masimo as a leading market participant not only innovates but also manufactures, licenses, and markets sophisticated medical signal processing technologies to gain maximum profits from a billion-dollar market growing at 8 percent annually.

As a dynamic entrepreneur, he has accepted technological and business challenges successfully, resolved them, and created new industry benchmarks during this process. In this context, it is relevant to mention that in 2006, Mr. Kiani's relentless efforts enabled Masimo to attain a historic victory against Nellcor division of Tyco Healthcare in one of the biggest patent infringement violation lawsuits. Despite Tyco Healthcare's stature and market dominance, Mr. Kiani won his company more than \$300 million in damages setting a dramatic precedent that has changed the very face of the healthcare industry. In addition, his testimony before the U.S. Senate in 2002 led to Group Purchasing Organization (GPO) reforms that help ensure clinicians

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have access to the best technology and that every company making effective products, competitively priced, is given a chance to compete and sell to hospitals through a GPO, not just the dominant suppliers.

Persistently Driving Company Growth

Guided by Mr. Kiani, Masimo has consistently delivered phenomenal financial results. At the end of the 2007 Masimo's product revenue stood at a record \$199.7 million. Masimo's financial results at the end of third quarter of 2008 were equally impressive, depicting 21st consecutive quarter of revenue growth. Some of the noteworthy achievements are: record \$66 million revenues, increase by 48 percent in direct business revenues, and a staggering number of 30,700 new pulse oximeters and Pulse CO-Oximeter shipments. It is also pertinent to mention in this context that in 2006, Masimo was one of the two leading participants in the market with 40 percent of the market share. Furthermore, the market for all its products together is estimated as \$2 to \$3 billion.

Setting Industry Trends

The strategies adopted by Mr. Kiani as the CEO of Masimo have persistently created new industry standards. The novel product portfolio of Masimo has added a new dimension to noninvasive patient monitoring equipment that has considerably facilitated early detection of challenging patient conditions. As a technology innovator, Mr. Kiani has more than 50 patents to his credit in sensors, signal processing, and patient monitoring that include patents for the innovation of read-through motion and low-perfusion pulse oximetry.

His technology licensing strategy has successfully demonstrated the infallibility of patenting as a critical growth propeller for emerging medical device companies. Masimo's victory against Tyco Healthcare buttresses the importance of patenting in guarding the innovations of the emerging companies against established market participants. Furthermore, this victory also indicates the capability of emerging companies to compete with the market leaders that control the market.

Committed to Customer Value Enhancement

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Under Mr. Kiani's able leadership, Masimo products have proved their value to their customers. More than 100 clinical studies have corroborated the fact that Masimo SET is the world's most effective pulse oximeter. Measuring hemoglobin, oxygenation status, and pulse rate simultaneously, Masimo Rainbow SET is noninvasive, continuous, and immediate unlike conventional laboratory measurements that are invasive, intermittent, and produce delayed results. It is worth mentioning that in a recent study, Masimo SET pulse oximetry technology has been acknowledged as most valuable in neonatal care. To quote Mr. Kiani, "We are very happy to see that researchers around the world continue to use our technology to improve process of care, positively impacting the lives of the most vulnerable patients in the most difficult clinical conditions."

Integrity and Truthfulness

While leading innovation and industry change, Masimo and Mr. Kiani have also been guided by the highest principles and ethics, resulting in recognition by customers and partners alike for their integrity in conducting business. Masimo has also received high rankings by industry publications and professional societies for truthfulness in advertising.

Significant Accolades

Mr. Kiani in 2005 was honored with the prestigious Monty Award from San Diego State University for his ingenious efforts in addressing the pressing need of pulse oximetry market by applying his scientific knowledge and inventing novel pulse oximeters that leverage on signal extraction technology. His impeccable leadership has earned Masimo a host of industry accolades. Some of the recent awards include AARC Zenith Award (2009, 2008), ACG Outstanding Growth Award (2008), AeA Outstanding Medical Device Company Award (2008), GHX Best-in-Class Award (2008), and FDNY Flag of Heroes (2008).

Conclusion

In successfully augmenting his scientific acumen, his formal university training, his business foresight, and the highest integrity, Mr. Kiani has demonstrated the characteristic virtues of a true entrepreneur. As the CEO, he has constantly assisted Masimo in taking confident, progressive strides in the highly monopolized patient monitoring equipment market. In strategically balancing product innovation, manufacturing, licensing, and marketing, Mr. Kiani has carefully delineated

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the cardinal elements of an effective business model. Fostering healthy competition and transforming challenges to drivers, Mr. Kiani has emerged as the ideal choice for the 2009 Frost & Sullivan CEO of the Year Award in the North American Patient Monitoring market.

Award Description

The Frost & Sullivan CEO of the Year Award is bestowed each year upon the CEO or executive who has demonstrated leadership excellence within his or her industry. Gains in market share and decisions that improve earnings and grow the company, as well as leadership that affects observable changes in the industry, are common CEO performance measurement criteria and are important metrics Frost & Sullivan utilizes in its CEO of the Year Award selection process. A CEO's vision, risk-taking, and leadership also can have a profound effect on performance. Frost & Sullivan seeks to identify a highly successful CEO whose leadership, vision, and successful risk-taking stand out among his or her peers. The Award recipient also has distinguished himself or herself from competitors by pursuing a unique restructuring, organizational management reengineering, or competitive roadmap that has resulted in propelling or sustaining the company's market position.

Research Methodology

To choose the Award recipient, the Frost & Sullivan tracks market developments and measurements in the industry. The selection process utilizes market participant interviews and extensive primary and extensive secondary research. After evaluating the research, the analyst team considers market share, market growth, market penetration, profit margins, stock price, and overall industry impact in relation to CEO corporate organizational and strategic business actions.

Measurement Criteria

In addition to the methodology described above, there are specific criteria used in determining the final ranking and Award recipient. The recipient of this Award has excelled based on several of the following criteria:

- History of serving the industry
- Impact on organization and contribution to company financial results, restructuring, or business strategy to grow market share (e.g. effective development and implementation of a new business model)

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- Leadership, risk-taking, vision, or decision that has served as the catalyst for market growth, sustaining market share, and/or company image
- Leadership that created industry standards in operations, product quality, processes, or other notable benchmarks
- Leadership that increased value as perceived by the stakeholders (e.g. consumers, suppliers, shareholders, etc.)
- Degree of industry participation and influence on the market as a result of CEO actions
- Degree of CEO leadership and employee participation in community service programs
- Operational excellence

About Best Practices (www.awards.frost.com (<http://www.awards.frost.com>))

Frost & Sullivan Best Practices Awards recognize companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service, and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis, and extensive secondary research in order to identify best practices in the industry.

About Frost & Sullivan

Frost & Sullivan, the Growth Consulting Company, partners with clients to accelerate their growth. The company's Growth Partnership Services, Growth Consulting and Career Best Practices empower clients to create a growth focused culture that generates, evaluates and implements effective growth strategies. Frost & Sullivan employs over 45 years of experience in partnering with Global 1000 companies, emerging businesses and the investment community from more than 30 offices on six continents. For more information about Frost & Sullivan's Growth Partnerships, visit www.frost.com (<http://www.frost.com>).

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Masimo Receives 2009 Zenith Award at the American Association of Respiratory Care Congress

Masimo Rainbow SET® Acoustic Respiration Rate Monitoring Generates Significant Interest

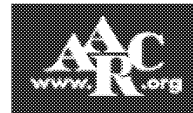
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Irvine, California – December 9, 2009 – Masimo (NASDAQ: MASI), the inventor of Pulse CO-Oximetry and Measure-Through Motion and Low Perfusion pulse oximetry, announced today that it has received the prestigious Zenith Award for equipment and service excellence from the American Association of Respiratory Care (AARC) at their 55th Annual AARC International Congress in San Antonio, Texas. Masimo Rainbow SET Acoustic Monitoring was also featured in live demonstrations at the Masimo commercial exhibit and received very favorable reviews from respiratory therapists.

For the second year in a row, Masimo has achieved AARC's top industry recognition honoring respiratory care equipment and pharmaceutical manufacturers for quality and service excellence. More than 400 companies were eligible for one of five Zenith Award honors. Award winners are chosen by the association's membership—more than 44,000 respiratory care professionals—based upon the quality of equipment and/or supplies, accessibility and helpfulness of sales personnel, as well as the company's responsiveness, service record, truth in advertising, and overall support of the respiratory care profession.

In addition, hundreds of respiratory care professionals from all over the world were among the first to see live demonstrations of Masimo Rainbow SET Acoustic Monitoring—providing noninvasive and continuous respiration rate (RRa™) that is accurate, easy-to-use, and enhances patient compliance. Masimo Rainbow SET Acoustic Monitoring may enable earlier detection of respiratory compromise and patient distress—offering a breakthrough in patient safety for post-surgical patients on the general floor. Comments received from respiratory therapists at the AARC Congress included the following:

- David Gibson, RRT, Supervisor, Medical City Dallas Hospital in Dallas, Texas, stated: "As a caregiver, I appreciate Masimo's commitment to innovation—they have done it again with their new Acoustic Respiration Rate Monitoring technology. Finally, there is a reliable, easy, comfortable, and cost-effective way to monitor breathing sounds on my patients on the general floor."
- Jenni Raake, MBA, RRT, Respiratory Care Coordinator, Cincinnati Children's Hospital Medical Center, stated: "I see so many uses for Masimo's Rainbow Acoustic Monitoring, across so many care areas. With the wireless Masimo Rad-87 monitor, I believe it will be a great technology for patients needing ambulation. It should also be perfect for conscious sedation procedures."
- Abbie Rosenberg, RRT, RCP in Santa Cruz, California, added: "I believe that Masimo Acoustic Respiration Rate will help hospitals effectively monitor and avoid sentinel events in post-surgical patients using patient controlled analgesic pumps."
- Joe Kiani, Founder & CEO of Masimo, stated: "We are honored to receive the Zenith Award. This recognition is especially gratifying because it comes from the clinicians who use our products every day. It's also exciting to see the reactions and hear the positive reviews from respiratory therapists who saw first-hand demonstrations of Rainbow Acoustic Monitoring."
- Michael O'Reilly, MD, Masimo's EVP of Medical Affairs, stated: "Respiratory care professionals attending the AARC Congress were truly excited by the introduction of Rainbow SET Acoustic Monitoring with its ability to monitor the breathing status of patients, 24/7. Respiratory care professionals are not alone in their excitement, as all clinicians who care for patients receiving patient-controlled analgesia for pain

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management know that sedation can slow breathing and place patients at considerable risk. For these patients, early intervention and appropriate treatment could mean the difference between life and death."

About Masimo

Masimo (NASDAQ: MASI) develops innovative monitoring technologies that significantly improve patient care—helping solve "unsolvable" problems. In 1995, the company debuted Measure-Through Motion and Low Perfusion pulse oximetry, known as Masimo SET®, which virtually eliminated false alarms and increased pulse oximetry's ability to detect life-threatening events. More than 100 independent and objective studies demonstrate Masimo SET provides the most reliable SpO2 and pulse rate measurements even under the most challenging clinical conditions, including patient motion and low peripheral perfusion. In 2005, Masimo introduced Masimo Rainbow SET® Pulse CO-Oximetry™, a breakthrough noninvasive blood constituent monitoring platform that can measure many blood constituents that previously required invasive procedures. Masimo Rainbow SET continuously and noninvasively measures total hemoglobin (SpHb™), oxygen content (SpOC™), carboxyhemoglobin (SpCO®), methemoglobin (SpMet®), PVi®, and acoustic respiration rate (RRa), in addition to oxyhemoglobin (SpO2), pulse rate (PR), and perfusion index (PI), allowing early detection and treatment of potentially life-threatening conditions. Founded in 1989, Masimo has the mission of "Improving Patient Outcomes and Reducing Cost of Care by Taking Noninvasive Monitoring to New Sites and Applications." Additional information about Masimo and its products may be found at www.masimo.com (/).

Forward Looking Statements

This press release includes forward-looking statements as defined in Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934, in connection with the Private Securities Litigation Reform Act of 1995. These forward-looking statements are based on current expectations about future events affecting us and are subject to risks and uncertainties, all of which are difficult to predict and many of which are beyond our control and could cause our actual results to differ materially and adversely from those expressed in our forward-looking statements as a result of various risk factors, including, but not limited to: risks related to our belief that the breakthrough respiration rate monitoring capabilities of Masimo Rainbow SET Acoustic Monitoring technology will allow clinicians to detect and treat respiratory compromise and patient distress earlier, risks related to our belief that Masimo Rainbow SET Acoustic Monitoring technology will provide sufficient sensitivity and specificity to measure respiratory rate in a variety of patients and monitoring conditions, risks related to our assumptions regarding the commercial timing and availability of the technology, as well as other factors discussed in the "Risk Factors" section of our most recent reports filed with the Securities and Exchange Commission ("SEC"), which may be obtained for free at the SEC's website at www.sec.gov. Although we believe that the expectations reflected in our forward-looking statements are reasonable, we do not know whether our expectations will prove correct. All forward-looking statements included in this press release are expressly qualified in their entirety by the foregoing cautionary statements. You are cautioned not to place undue reliance on these forward-looking statements, which speak only as of today's date. We do not undertake any obligation to update, amend or clarify these forward-looking statements or the "Risk Factors" contained in our most recent reports filed with the SEC, whether as a result of new information, future events or otherwise, except as may be required under the applicable securities laws.

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Masimo, SET, Signal Extraction Technology, Improving Outcomes and Reducing Cost of Care by Taking Noninvasive Monitoring to New Sites and Applications, Rainbow, SpHb, SpOC, SpCO, SpMet, PVi, RRa, Radical-7, Rad-87, Rad-57, Rad-9, Rad-8, Rad-5, Pulse CO-Oximetry and Pulse CO-Oximeter are trademarks or registered trademarks of Masimo Corporation.

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ECRI Institute Announces Winner of 4th Annual Health Devices Achievement Award
Dartmouth-Hitchcock Medical Center recognized for excellence in health technology management

PLYMOUTH MEETING, PA - 9/30/2009 - ECRI Institute, an independent nonprofit that researches the best approaches to improving patient care, is pleased to announce Dartmouth-Hitchcock Medical Center of Lebanon, New Hampshire, as the winner of the fourth annual Health Devices Achievement Award for excellence in health technology management. The Health Devices Achievement Award recognizes an outstanding initiative undertaken by an ECRI Institute member healthcare facility that improves patient safety, reduces costs, or otherwise facilitates better strategic management of health technology.



Dartmouth-Hitchcock's winning submission, "A Multidisciplinary Approach to Improving Patient Safety in the Adult Medical/Surgical Population through Earlier Detection of Patient Deterioration Using Surveillance Monitoring," describes an initiative designed to decrease failure to rescue (FTR) events—instances of severe patient harm (such as death or disability) that occur because a serious deterioration in the patient's condition is not detected in time.

The project was designed to reduce FTR events through a new application of pulse-oximetry monitoring: using it continuously from admission to discharge. The primary goal was to enhance nurse surveillance in the postoperative setting. A secondary goal was to reduce the number of "nuisance alarms," which tend to desensitize nurses to alarms. Nurse satisfaction with the new surveillance tool was reported to be very high, and preliminary analysis indicates that the initiative has contributed to decreases in annual rescue calls and transfers to critical care.

"ECRI Institute identified clinical alarm hazards as the number one device-related risk on its 2009 list of Top 10 Health Technology Hazards," says James P. Keller, Jr., vice president, health technology evaluation and safety, ECRI Institute. "Any effort to improve this problem can have a huge impact on patient safety. Dartmouth-Hitchcock should be commended for recognizing the problems that alarm 'overload' can cause and taking on a project to improve the way clinicians monitor for and respond to serious changes in patient conditions."

"The award from ECRI Institute is a tremendous honor and a great recognition for the many people who have played a role in the deployment of this new technology," says George Blike, M.D., quality and patient safety officer for Dartmouth-Hitchcock Medical Center. "Creating excellence in patient care is a matter of finding and training the right people, enabling them with the right tools, and doing it all within the right environment of care. This tremendous group effort and innovative technology have combined to save lives, which is incredibly rewarding for everyone involved."

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Dartmouth-Hitchcock's award-winning entry will be featured in ECRI Institute's Health Devices journal and on the ECRI Institute Web site. A formal award presentation will be made by ECRI Institute's Jim Keller later this year.

For information about becoming a member of ECRI Institute's Health Devices System or for submitting an application for the 5th Annual Health Devices Award, contact ECRI Institute at (610) 825-6000, ext. 5377, visit www.ecri.org (<http://www.ecri.org>), e-mail communications@ecri.org, or mail ECRI Institute, 5200 Butler Pike, Plymouth Meeting, PA 19462-1298, USA.

About ECRI Institute

ECRI Institute, a nonprofit organization, dedicates itself to bringing the discipline of applied scientific research to healthcare to discover which medical procedures, devices, drugs, and processes are best to enable improved patient care. As pioneers in this science for 40 years, ECRI Institute marries experience and independence with the objectivity of evidence-based research. ECRI Institute is designated a Collaborating Center of the World Health Organization and an Evidence-based Practice by the U.S. Agency for Healthcare Research and Quality. ECRI Institute PSO is listed as a federally certified Patient Safety Organization by the U.S. Department of Health and Human Resources. For more information, visit <https://www.ecri.org> (<https://www.ecri.org>).

About Dartmouth Hitchcock

Dartmouth-Hitchcock Medical Center (DHMC) is New Hampshire's only academic medical center. Internationally renowned and nationally ranked, DHMC serves a population of 1.5 million in Vermont and New Hampshire. DHMC integrates high-quality patient care, advanced medical education, and translational research to provide a full spectrum of health care. Dartmouth-Hitchcock Medical Center includes Norris Cotton Cancer Center, a National Cancer Institute designated Comprehensive Care Center, and is home to the Children's Hospital at Dartmouth. The center also includes Mary Hitchcock Memorial Hospital (396-bed teaching hospital), the Dartmouth-Hitchcock Clinic, Veterans Affairs Regional Medical and Office Center, and Dartmouth Medical School. For more information on Dartmouth-Hitchcock Medical Center, visit www.dhmc.org (<http://www.dhmc.org>).

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Masimo Recognized as a Medical-Surgical Market Leader with the 2009 GHX Best in Class Award

June 4, 2009

Masimo received the 2009 Global Healthcare Exchange (GHX) Best in Class Award for achieving the nation's highest year-over-year market share growth for distributed products in the Respiratory product category for the 2008 calendar year.



"We are extremely pleased to honor Masimo for its leadership position in the Respiratory product category," said Ed McCauley, general manager, GHX Market Intelligence. "Despite the down economy, Masimo grew 41.81 percent in 2008 while the overall market segment grew 9.76 percent."

Masimo was among 30 leading medical-surgical product manufacturers recognized by GHX in five market segments and 35 product categories. Winners were determined using GHX Market Intelligence reports that analyze national distributed sales transaction data. With information provided by 27 of the nation's leading distributors, GHX Market Intelligence tracks and reports on more than \$34 billion of distributed sales for medical-surgical and clinical laboratory supplies and devices. It is the only comprehensive source for accurate, detailed and timely data for the acute and alternate site healthcare markets, containing geographically relevant and competitive market share, size and average selling price reporting down to the three-digit ZIP code level.

Rick Fishel, President of Masimo Americas, stated: "We are pleased to receive GHX's Best in Class Award for market share growth for the second year in a row. This achievement recognizes the power of clinical preference and demand for advanced medical technology and best-in-class products to drive national sales. It is an honor to be a market leader among the industry's best."

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AARC Presentation Cites Masimo Patient Safety Net as Key Factor in "Improving Patient Outcomes and Reducing Costs" in Post-Acute Care Facilities

Masimo also receives the AARC Zenith Award for Equipment and Service Excellence at the 54th Annual International Respiratory Congress in Anaheim

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Irvine, California – December 16, 2008 – Masimo (NASDAQ: MASI), the inventor of Pulse CO-Oximetry and Measure-Through-Motion and Low-Perfusion pulse oximetry, announced that the clinical benefit of its remote monitoring and clinician notification system, Masimo Patient SafetyNet, was featured in a presentation titled *Global Perspectives of Facility-Prolonged Mechanical Ventilation Care* at the American Association of Respiratory Care (AARC) 54th Annual International Congress in Anaheim, California, on December 15, 2008.



Gene Gantt, RRT and Manager of Business Development for Linde Respiratory Support Services (RSS), a leader in post-acute respiratory care, presented how weaning patients off ventilator care in a post-acute care setting provides improved outcomes and reduced costs. According to Mr. Gantt, a major challenge to weaning patients off ventilator care in the post-acute environment was a safe and easy-to-use patient surveillance system that could help clinicians preempt adverse events. Mr. Gantt reported that the integration of the Masimo Patient SafetyNet system into Linde's Knoxville, TN facility protocol has been a significant factor in successfully implementing their weaning protocol and achieving a 75% wean rate with an average length-of-stay of only 40 days. The initiative has been so successful at improving the quality of life for patients and reducing the overall cost of care that Linde-RSS has decided to expand use of the Patient SafetyNet system to both their Memphis and Chattanooga facilities, as well.

"Using the Masimo Patient SafetyNet System not only raised the bar in terms of the quality of care that could be delivered in a post-acute setting—proving to be the right thing to do for patient safety—it is also paying for itself through clinical efficiency," Mr. Gantt explained. "Since our clinicians are no longer wasting their time chasing false oximetry alarms, they are freed up to focus on patient care."

In addition to the Patient SafetyNet presentation and the continued excitement generated by Masimo's noninvasive and continuous hemoglobin monitoring technology (SpHb), the company announced that it received the AARC's prestigious Zenith Award. More than 400 companies were eligible for one of five 2008 Zenith Award honors presented. The Zenith Award is AARC's top industry recognition honoring respiratory care equipment and pharmaceutical manufacturers for quality and service excellence. Award recipients are chosen via special ballot by the association's membership of more than 44,000 respiratory care professionals based upon the quality of its equipment and/or supplies, the accessibility and helpfulness of its sales personnel, as well as the company's responsiveness, service record, truth in advertising, and overall support of the respiratory care profession.

Masimo Founder and CEO, Joe E. Kiani, stated, "We are delighted to see the results of Linde RSS's use of Masimo SET and Patient SafetyNet and are honored that AARC members have chosen to recognize Masimo for the superior performance, service, and integrity that Masimo

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provides to the clinical community. Respiratory clinicians were among the first to embrace the performance of Masimo SET pulse oximeters 10 years ago, but they often faced challenges in gaining access to Masimo's pulse oximetry technology. It is gratifying to see that despite the challenges, so many hospitals and clinicians now have access to Masimo SET and the benefits that our technology brings to their day-to-day patient care. It is our pleasure to serve the respiratory care profession in their mission in caring for the critically ill."

About Masimo

Masimo (NASDAQ: MASI) develops innovative monitoring technologies that significantly improve patient care—helping solve "unsolvable" problems. In 1995, the company debuted Measure-Through-Motion-and-Low-Perfusion pulse oximetry, known as Masimo SET, which virtually eliminated false alarms and increased pulse oximetry's ability to detect life-threatening events. More than 100 independent and objective studies demonstrate Masimo SET provides the most reliable SpO₂ and pulse rate measurements even under the most challenging clinical conditions, including patient motion and low peripheral perfusion. In 2005, Masimo introduced Masimo Rainbow SET Pulse CO-Oximetry, a breakthrough noninvasive blood constituent monitoring platform that can measure many blood constituents that previously required invasive procedures. Masimo Rainbow SET Pulse CO-Oximetry continuously and noninvasively measures total hemoglobin (SpHb™), oxygen content (SpOC™), carboxyhemoglobin (SpCO®), methemoglobin (SpMet®), and PVI®, in addition to oxyhemoglobin (SpO₂), pulse rate (PR), and perfusion index (PI), allowing early detection and treatment of potentially life-threatening conditions. Founded in 1989, Masimo has the mission of "Improving Patient Outcomes and Reducing Cost of Care by Taking Noninvasive Monitoring to New Sites and Applications." Additional information about Masimo and its products may be found at www.masimo.com (<http://www.masimo.com/>).

About the AARC

The American Association for Respiratory Care, headquartered in Dallas, Texas, is a professional association of respiratory therapists that focuses primarily on respiratory therapy education and research. The organization's goals are to ensure that respiratory patients receive safe and effective care from qualified professionals as well as supporting respiratory health care providers. The association continues to advocate on behalf of pulmonary patients for appropriate access to respiratory services provided by qualified professionals. Further information about the AARC may be found at www.AARC.org (<http://www.aarc.org/>).

Forward Looking Statements

This press release includes forward-looking statements as defined in Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934, in connection with the Private Securities Litigation Reform Act of 1995. These forward-looking statements are based on current expectations about future events affecting us and are subject to risks and uncertainties, all of which are difficult to predict and many of which are beyond our control and could cause our actual results to differ materially and adversely from those expressed in our forward-looking statements as a result of various risk factors, including, but not limited to: risks related to our assumption that this award will serve to increase market acceptance and adoption of Masimo technologies and products or substantially increase revenues, as well as other factors discussed in the "Risk Factors" section of our Quarterly Report on Form 10-Q for the fiscal quarter ended September 27, 2008, filed with the Securities and Exchange Commission ("SEC") on October 29, 2008, which may be obtained for free at the SEC's website at www.sec.gov (<http://www.sec.gov/>). Although we believe that the expectations reflected in our forward-looking statements are reasonable, we do not know whether our expectations will prove correct. All forward-looking statements included in this press release are expressly qualified in their entirety by the foregoing cautionary statements. You are cautioned not to place undue reliance on these forward-looking statements, which speak only as of today's date. We do not undertake any obligation to update, amend or clarify these forward-looking statements or the "Risk Factors" contained in our Quarterly Report on Form 10-Q for the fiscal quarter ended September 27, 2008, whether as a result of new information, future events or otherwise, except as may be required under the applicable securities laws.

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Masimo Honored for Excellence in Medical Technology by the Medical Technology Association of Australia

Sydney, Australia (September 25, 2008) - Masimo has received the Medical Technology Association of Australia's (MTAA) highest award, the Kerrin Rennie Award for Excellence in Medical Technology-Improving Quality of Life, for the innovative and extraordinary contributions of the Masimo Radical-7 Pulse CO-Oximeter in improving health outcomes of Australian patients.



Anne Trimmer, MTAA CEO, said: "Masimo's Oximeter is an excellent example of innovation in the medical technology sector. It benefits the patient, the clinician and the health system." In selecting Masimo as its 2008 Kerrin Rennie Award winner, MTAA highlighted both technical and clinical innovations demonstrated by the Radical-7, commenting:

The Radical-7 Pulse CO-Oximeter from Masimo Corporation continuously and noninvasively measures blood constituents in patients without having to draw blood. The device uses multiple wavelengths of light in a single, simple to apply sensor. It can be used reliably in different care settings, for example at the patient's bedside or during transport. In addition to its unique use of algorithms to ensure accurate patient monitoring, the Radical-7 includes a unique technology platform that allows for additional features to be added as simple software upgrades.

MTAA is Australia's national industry organization representing companies in the medical technology industry. Aiming to ensure the benefits of modern, innovative and reliable medical technology are

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delivered to the community for a healthier Australia, MTAA honors innovative medical products used in the diagnosis, prevention, treatment or management of disease and disability that deliver significant patient and healthcare contributions.

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Association for Corporate Growth Honors Masimo with Outstanding Growth Award

Newport Beach, CA (May 8th, 2008) -- The Association for Corporate Growth (ACG) honors Masimo with the 2008 Outstanding Growth Award at the ACG Annual Growth Awards ceremony held on May 8, 2008, at the Hyatt Regency Hotel in Newport Beach, California.



Every year the ACG honors select companies that have demonstrated outstanding growth in one of three award categories: Outstanding Growth, Emerging Growth and Spotlight Deal. In selecting Masimo as the winner of the Outstanding Growth Award, ACG judges remarked that they were impressed with Masimo's "innovative monitoring technologies that significantly improve patient care, helping to solve 'unsolvable' problems." The Association for Corporate Growth has 10,000 members worldwide who are involved in corporate development, mergers and acquisitions.

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American Electronics Association (AeA) Names Masimo Outstanding Medical Device Company for 2008

Awards recognize the top contributors to local innovation and global competition



Newport Beach, CA (April 30, 2008) - The AeA Orange County and Inland Empire Council honored Masimo as the Outstanding Medical Device Company of the Year at the 15th Annual High-Tech Innovation Awards. The 2008 winners were honored on April 29, 2008 at a sold-out

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dinner and awards ceremony at the Hyatt Regency in Irvine that drew luminaries from local high-tech companies, financial and government institutions, as well as academic leaders, educators, students, investors and media affiliates.

This is the fourth time AeA has named Masimo as an award winner and the second time Masimo has been honored as the Outstanding Medical Device Company. In 2006, AeA named Masimo as a High-Tech Award winner for Medical Technology, in 2001 Masimo received the Innovative Product/Technology Award, and in 2000 Masimo was honored with the Outstanding Medical Device Company Award.

"Now companies must work harder than ever to stand out from the competition," said Don Hicks, executive director, AeA Orange County/Inland Empire. "Masimo is truly a winner this year and the 15th annual High-Tech Innovation Awards recognizes Masimo for providing outstanding innovation."

AeA is the largest high-tech trade association in the U.S. and represents all segments of the technology industry. Internationally, AeA represents 2,500 companies with 1.8 million employees. In Orange County & the Inland Empire, AeA represents 140 member companies with worldwide revenue of more than \$8 billion and more than 160,000 employees in the United States and globally. Information on the Orange County & Inland Empire Council can be found at www.aeanet.org/orangecounty (<http://www.aeanet.org/orangecounty>)

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Masimo Wins GHX 2008 Best in Class Award



April 21, 2008 - Masimo (NASDAQ: MASI), the inventor of Pulse CO-Oximetry and Measure-Through-Motion-and-Low-Perfusion pulse oximetry, today announced that it received the 2008 Global Healthcare Exchange (GHX) Best in Class Award for achieving the nation's highest year-over-year market share growth in electromedical products through the end of 2007.

"We are extremely pleased to honor Masimo for its leadership," said Ed McCauley, general manager, GHX Market Intelligence. "They have successfully navigated the complexities of this market through a combination of innovative technologies, educated market insights and competitive business strategies."

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Masimo was among 29 leading medical/surgical and clinical laboratory manufacturers recognized by GHX in five market segments and 35 product categories. Winners were determined using GHX Market Intelligence reports that analyze national distributed sales transaction data. With information provided by 23 of the nation's leading distributors, GHX Market Intelligence tracks and reports on over \$30 billion of distributed sales for medical/surgical and clinical laboratory supplies and devices.

Rick Fishel, President of Masimo Americas, stated, "We are honored to receive the 2008 Best in Class Award for achieving the top market position and highest year-over-year market share growth in our category. This award is an important industry benchmark because it uses national sales data and in-depth market intelligence to provide an accurate representation of the state of the market."

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Masimo Ranks #1 in Industry Current Impact and Innovation Cycle Time on the 2008 Patent Scorecard™ List of Top 10 Innovators in Medical Devices

January 2008 – Masimo Corporation ranked highest among all medical device innovators in two categories on the 2008 Patent Scorecard. Leading the Industry Current Impact™ category with a score of 12.054, Masimo scored highest of all medtech companies, including Abbott with 2.490, Covidien with 1.782 and Medtronic with 1.704, indicating the extent to which others are building upon Masimo's portfolio of issued U.S. utility patents as compared to a total set of patents. In the Innovation Cycle Time™ category, Masimo again out-scored all other medtech companies with a score of 6.9, a score that indicates whether a patent or patent portfolio is building off newer (the lower the score) or older inventions (the higher the score).



The Patent Scorecard is an industry-by-industry ranking of corporate innovation and combines a series of indicators to arrive at patent quality, technological strength and breadth of impact. It has historically been published in MIT's Technology Review and tracks the U.S. patent portfolio of more than 2,500 of the world's top technology firms.

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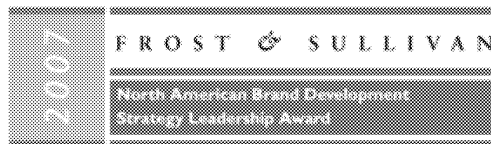
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Frost & Sullivan Recognizes Masimo as an Outstanding Company for Excellence in Healthcare Opportunities

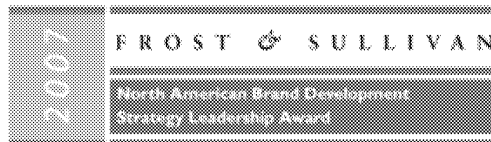
December 10, 2007 – Frost & Sullivan honored companies for demonstrating industry excellence at last week's annual Excellence in Healthcare Opportunities Awards Banquet and Networking Sessions held in Orlando, Florida at the Disney Boardwalk Inn. The Awards recognize companies that are predicted to encourage significant growth in their industries, have identified emerging trends before they became the standard in the marketplace, and have created advanced technologies that will catalyze industries in the near future. Masimo Corporation received the 2007 North American Patient Monitoring Technology Leadership of the Year Award, as well as the 2007 North American Brand Development Strategy Leadership Award.



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Masimo Corporation Receives a Frost & Sullivan 2007 Industry Best Practices Award for Pulse Oximetry Leadership

IRVINE, Calif., Nov. 20 - Masimo (Nasdaq:MASI), the inventor of Pulse CO-Oximetry and Read-Through Motion and Low Perfusion pulse oximetry, announced it has received a Frost & Sullivan 2007 Industry Best Practices Award, for Pulse Oximetry Leadership -- "ranking number one in the pulse oximetry industry." Frost & Sullivan further recognized "the impressive progression of Signal Extraction Technology (Masimo SET) to the 'gold standard' for reliable pulse oximetry monitoring" in honoring the company.



Superior Technology

Historically, the performance of conventional pulse oximetry, as well as its usefulness in a variety of clinical settings, has been plagued by interfering noise due to patient motion and low peripheral perfusion, which often results in false SpO₂ readings and frequent alarms. "Masimo Signal Extraction Technology (SET) eliminates the issues caused by motion artifact and low peripheral perfusion through proprietary signal processing algorithms and sensor technologies," said Frost & Sullivan analyst Mike Arani in his report.

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Clinical Preference

Leading clinicians around the world have put the efficacy and reliability of Masimo SET to the test in more than 100 independent and objective peer-reviewed studies that prove Masimo's revolutionary Signal Extraction Technology outperforms all others, even under the most demanding of clinical conditions. "These clinical trials have not only proved the performance superiority of Masimo SET, but time after time, they have also left a lasting impression on the participating clinicians," the report said.

Brand Recognition

Also, according to the Frost & Sullivan report, "Masimo's strong brand recognition has even driven major patient monitoring companies with in-house proprietary SpO2 technologies to offer their multiparameter monitors with the choice of Masimo SET SpO2 module." Today, Masimo SET technology is widely integrated into more than 100 multiparameter monitors and over 40 monitoring brands. "After all, performance superiority is the chief reason Masimo pulse oximetry is the only vital sign module clinicians ask for by brand when purchasing a patient-monitoring product," they added.

Market Achievements

Masimo's rapid market acceptance and market share gains were cited by Frost & Sullivan as visible examples of this combination of superior technology, clinical preference, brand recognition and exceptional brand development success.

In selecting Masimo for the 2007 pulse oximetry brand development strategy leadership award, Frost & Sullivan's analyst team tracked all the major participants in the pulse oximetry industry. The process included in-depth interviews with all market participants, customers and suppliers, along with extensive secondary and technology research to identify best practices within the industry. To determine the final ranking of competitors, Frost & Sullivan measured each on the basis of: development of unique brand strategies, competitor recognition and brand value, participation in industry trade groups, establishment of programs that allow the brand's customers to grow, and increases in customer loyalty. As a result of this ranking, Masimo topped the list of industry competitors.

According to Frost & Sullivan manager Antonio Garcia, "The key to Masimo's strong image lies in its vision of giving caregivers more options and capabilities than they expect. After all, Masimo simply takes the guess work out of pulse oximetry, so clinicians never have to guess what brand is the most reliable."

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Joe E. Kiani, Chairman and CEO of Masimo, said, "We are honored to receive this award from Frost & Sullivan. This recognition is especially meaningful because Frost & Sullivan has surveyed the market and responded with research findings that validate what we have heard clinicians saying all along and what our increasing marketshare momentum is a testament to-that clinicians recognize Masimo SET is the best pulse oximetry technology for their patients."

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2007 Frost & Sullivan North American Brand Development Strategy Leadership Award



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2007 Texas Society for Respiratory Care (TSRC) LoneStar Award



Irvine, California June 28, 2007 - Masimo, the inventor of Pulse CO-Oximetry and Read-Through Motion and Low Perfusion pulse oximetry, today received the first ever Texas Society for Respiratory Care (TSRC) LoneStar Award for Innovation and Support "for the groundbreaking innovation of Rainbow SET Technology, and the continued unwavering support of the TSRC and the Respiratory Care profession." Masimo Chairman and CEO, Joe Kiani, accepted the award on behalf of Masimo employees worldwide at the TSRC's 36th Annual Meeting and Exhibition in Austin, Texas.

"Masimo has advanced patient care with its read-through motion pulse oximetry technology, Masimo SET, making pulse oximeters a clinically useful tool," said TSRC President-Elect Terry Gilmore, MA, and RRT. "With their introduction of Masimo Rainbow SET and with it the noninvasive measurement of carboxyhemoglobin and methemoglobin, they are again advancing patient care by allowing respiratory care professionals to have a better understanding of the true oxygenation status of their patients' blood." Gary Herrin, MBA, Executive Director of the TSRC added that "we greatly appreciate Masimo's long standing support of the Respiratory Care

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profession and the TSRC, and we welcome the opportunity to enhance this partnership in patient care. We encourage their development and implementation of further groundbreaking technology"

"We are honored to receive this award from TSRC for the advances in patient care made possible by Masimo technologies, and are happy that respiratory care professionals continue to look to Masimo to help them provide cost-effective quality cardiopulmonary patient care." Mr. Kiani explained. "For nearly 20 years, we have been privileged to work alongside so many dedicated respiratory care professionals who shared our vision of always doing what is best for patient care. This award is very meaningful to us because it comes from an organization and a group of professionals we greatly admire."

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STA 2007 Excellence in Technology Innovation Award

2007, The Society for Technology in Anesthesia (STA) an international organization of physicians, engineers, students and others with an interest in anesthesia-related technologies, has chosen M. R. Macknet, MD and a team of researchers at Loma Linda University's Department of Anesthesiology as the recipients of this year's STA Excellence in Technology Innovation Award for their study showing that a preliminary Masimo engineering prototype can accurately measure total hemoglobin continuously and noninvasively. This award recognizes excellence in technologies that benefit patients and caregivers in the area anesthesiology especially technologies that address high priority needs of the practice of anesthesia. This is the third time Masimo technology has won such a prestigious award from the Society of Technology in Anesthesia. In 1995, the company won the Excellence in Technology Innovation award for the foundational technology of Masimo SET, the first pulse oximetry technology to provide accurate and reliable SpO₂ measurements during motion and low peripheral perfusion. In 2006, Masimo Rainbow SET won the Application of Technology award for creating the first technology to provide noninvasive measurement of carboxyhemoglobin and methemoglobin levels in the blood.



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Masimo's Kiani: Stared Down Tyco



Posted date: 3/20/2006

By Vita Reed

ORANGE COUNTY BUSINESS JOURNAL STAFF

Joe Kiani started and built up a medical device company. Then he stared down Tyco International Ltd. So excuse him for being in Bora Bora last week.



Kiani: started company in Mission Viejo garage

Kiani, chief executive of Irvine-based Masimo Corp., was honored at last week's Excellence in Entrepreneurship Awards luncheon put on by the Business Journal. The awards luncheon was held at the Hyatt Regency in Irvine.

Earlier this year, Masimo collected some \$330 million from Tyco, after a long fight over technology patents.

Masimo makes a device called a pulse oximeter, which attaches to a finger or toe and measures oxygen in critically ill adults or newborns.

Kiani and partner Mohammed Diab, a Masimo director, started Masimo in 1989 in classic entrepreneurial fashion-in a garage.

Nine years later, Masimo received Food and Drug Administration approval for its pulse oximeter. Masimo's device cuts down on false alarms and other misreadings caused by patient motion or low blood flow, according to the company.

Masimo licenses its signal extraction technology to more than 35 medical equipment companies, including GE Medical Systems, Medtronic Inc. and Zoll Medical Corp.

The company counts yearly sales of about \$110 million and some 900 workers.

Scrappiness and a willingness to take on larger rivals are part of the Masimo story.

Masimo fought hard to get its oximeters and sensors into hospitals. It wasn't easy, even with clinical studies and testimonies showing Masimo's device was superior to ones from larger rivals.

Hospital Fight

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The company became something of a media darling a few years back. Masimo was featured in the New York Times for its efforts to get its device into larger hospitals.

The effort paid off.

Masimo now has contracts with Premier Inc., a large, San Diego-based nonprofit that helps its member hospitals buy supplies and equipment, and Novation LLC, a rival buying group out of Irving, Texas.



Masimo oximeter. Kind holds
30-plus patents

The company's first deal with Premier, signed in 2002, came in the wake of heavy criticism of Premier's awarding of buying pacts to larger device makers.

A U.S. Senate subcommittee criticized Premier and Novation for not signing deals with smaller makers such as Masimo.

Then there's Tyco.

Masimo recently wrapped up a long-running patent fight with Nellcor Puritan Bennett Inc., a Tyco unit.

Last fall, the U.S. Court of Appeals in Washington, D.C., upheld a \$164.5 million jury award to Masimo from Nellcor.

The verdict was based on a 2004 finding by a Los Angeles federal jury that Nellcor's Oximax and Oxismart pulse oximeters violated Masimo's patents.

Back in 1999, Masimo sued Nellcor for allegedly violating patents on its motion-tolerant pulse oximetry technology. Nellcor then went on the offensive, filing lawsuits of its own against Masimo's signal processing technology.

There's a warmer, fuzzier side to Masimo.

At last week's awards lunch, Travis Trask, head of the Orange County office of San Diego-based insurance brokerage Barney & Barney LLC, related his own experience with Masimo's pulse oximeter.

Trask said his son was born 10 weeks early and spent 30 days in the hospital.

"Every hour, every second even" he said he and his wife watched a Masimo oximeter attached to the finger of his 2-pound baby.

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The accuracy of the device was critical, he said. Administering oxygen after a false alarm can cause blindness in babies.

Trask said his son has grown into a healthy boy.

Iranian Immigrant

Kiani came to the U.S. at age 9 from Iran with his family.

The son of an engineer and a nurse, he graduated high school at 15 and received bachelor's and master's degrees from San Diego State University by 22.

A married father of two, Kiani's early career included working as regional technical manager for electronics distributor Anthem Electronics Inc., now part of Arrow Electronics Inc., as a field engineer for Bell Industries Inc. and as a product engineer at Unisys Corp.

Kiani, who lives in Laguna Beach, holds more than 50 patents relating to signal processing, sensors and patient monitoring.

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2006 Medical Design Excellence Award for the Masimo Rad-57

Masimo, the inventor of Pulse CO-Oximetry and Read-Through Motion and Low Perfusion pulse oximetry, received the prestigious Medical Design Excellence Gold Award in 2006 for its innovative new Masimo Rainbow SET Rad-57 Pulse CO-Oximeter.



The Masimo Rad-57 Pulse CO-Oximeter is the first and only device that allows clinicians to detect and continuously monitor carbon monoxide levels in the bloodstream non-invasively. In clinical studies and in the field, Masimo Rainbow SET is already proving itself effective in detecting carbon monoxide poisoning in seconds, allowing accurate diagnosis and early treatment of a life-threatening problem that is frequently misdiagnosed as flu or migraine. Masimo has also recently received FDA clearance for the noninvasive measurement of methemoglobin levels in the blood. A recent Johns Hopkins study found that methemoglobinemia, a potentially lethal condition that starves the tissues of oxygen, is much more common in hospitalized patients than previously realized.

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Joe E. Kiani, Chairman & CEO of Masimo stated, "We are honored to receive this Medical Design Excellence Gold Award. We received a similar award years ago when we introduced the Radical Signal Extraction Pulse Oximeter, which was the first technology to measure oxygen saturation and pulse rate during motion and low perfusion. We take much pride that the second breakthrough in oximetry is once again developed by our engineering team. With our new Masimo Rainbow SET platform, we are collecting a much more rich data stream separated from interference, enabling us to distinguish additional blood constituents. Our clinical and engineering teams are currently working to identify and qualify additional Rainbow parameters. We thank the organizers of the MDEA program for this award and their recognition of this innovative platform, and I thank our engineering team for their brilliant efforts and tireless progress."

The Medical Design Excellence Awards competition is organized and presented by Canon Communications LLC (Los Angeles) and is the only awards program that exclusively recognizes contributions and advances in the design of medical products. Entries are evaluated on the basis of their design and engineering features, including innovative use of materials, user-related functions that improve healthcare delivery and change traditional medical attitudes or practices, features that provide enhanced benefits to the patient, and the ability of the product development team to overcome design and engineering challenges so the product meets its clinical objectives. A comprehensive review of the entries was performed by an impartial, multidisciplinary panel of third-party jurors with expertise in biomedical engineering, human factors, industrial design, medicine, and diagnostics.

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AEA Honors Masimo with Innovative Medical Technology Award

Irvine, California May 23, 2006 - Masimo Corporation, the inventor of Pulse CO-Oximetry™ and Read-Through Motion and Low Perfusion Pulse Oximetry, was honored by the American Electronics Association's (AEA) Orange County Council at its Thirteenth Annual High Tech Awards ceremony. The AEA recognized the Masimo Rainbow SET Rad-57™ Pulse CO-Oximeter™, as the Innovative Product winner in the Medical Technology category.



Masimo is the inventor of read-through motion and low-perfusion pulse oximetry, a technology called Masimo SET®, which has been proven more accurate and reliable in the most challenging clinical settings by over 70 peer reviewed published clinical studies. Building on this technology

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platform, Masimo has recently introduced Masimo Rainbow SET™, a new technology that uses eight wavelengths of light to allow clinicians to capture and monitor an unprecedented array of patient physiological data, such as oxygen, carbon monoxide and methemoglobin, noninvasively. Masimo Rainbow SET capabilities will be available in Masimo monitors and in multi-parameter patient monitors produced by leading manufacturers.

The Rad-57 Pulse CO-Oximeter, the first FDA cleared Rainbow SET product from Masimo, is the first device that allows clinicians to detect and monitor carbon monoxide levels in the bloodstream non-invasively. In clinical studies and in the field, Masimo Rainbow SET is already proving itself effective in detecting carbon monoxide poisoning in seconds, allowing accurate diagnosis and early treatment of a life-threatening problem that is frequently misdiagnosed as flu or migraine. Masimo has also recently received FDA clearance for the noninvasive measurement of methemoglobin levels in the blood. A recent Johns Hopkins study found that methemoglobinemia, a potentially lethal condition that starves the tissues of oxygen, is much more common in hospitalized patients than previously realized.

Joe E. Kiani, Chief Executive Officer of Masimo stated "We are honored that the AEA has recognized Masimo with this award. From the very beginning, we always believed that our breakthrough signal extraction technologies would be widely applicable. Our first application, Masimo SET Signal Extraction Pulse Oximetry, has rapidly created a new performance standard for this critical vital sign. With our Masimo Rainbow SET platform, we are collecting a much more rich data stream separated from interference, enabling us to distinguish additional blood constituents. Our clinical and engineering teams are currently working to identify and qualify additional Rainbow parameters. We thank the AEA for this award and it's recognition of this innovative platform, and I thank my team for their brilliant efforts and tireless progress."

About AeA

AeA, founded in 1943, is a nationwide trade association that represents all segments of the technology industry and is dedicated solely to helping our members' top line and bottom line. We do this in partnership with our small, medium, and large member companies by lobbying governments at the state, federal, and international levels, providing access to capital and business opportunities, and offering select business services and networking programs. For more information, please visit www.aeanet.org.

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STA 2006 Application of Technology Award

IRVINE CA—January 20, 2006 - A new study of the Masimo Rainbow SET Rad-57 Pulse CO-Oximeter™, conducted by Steven J. Barker, PhD, MD of the University of Arizona, has received the 2006 Application of Technology award from the Society for Technology in Anesthesia.



The winning study, “New Pulse Oximeter Measures Carboxyhemoglobin Levels in Human Volunteers” evaluated the ability of the Rad-57 to directly measure the effects of carbon monoxide inhalation in humans. The lethal effects of carbon monoxide are caused by the conversion of normal hemoglobin in the blood to an abnormal form called carboxyhemoglobin, or “COHb.” Levels of COHb higher than 50% are potentially fatal, and caused the recent deaths of the coal miners in West Virginia. This study compared the COHb readings from the Rad-57 with blood sample measurements made by CO-oximeters, which are currently used to determine COHb levels in hospital laboratories. The CO-oximeter is a large, expensive machine that requires a blood sample, whereas the Rad-57 is small, portable, and measures COHb with a simple finger-clip sensor. The Arizona researchers found that the Rad-57™ performed within its specifications, accurately measuring the changing COHb levels in the volunteers’ blood. The study concluded that this new technology represents a major advance in the monitoring of oxygenation. This is the second time technology pioneered by Masimo is being honored by the STA with such an award.

Unmasking a silent killer—carbon monoxide—with light waves

“We believe that this device represents a major advance in patient monitoring,” said Dr. Barker, the lead author and Head of the Department of Anesthesiology at University of Arizona. “Carbon monoxide poisoning can be a life-threatening problem in the Operating Room, as well as in many settings outside of the hospital. This new technology allows diagnosis in seconds, even in field conditions by first responders. By allowing earlier diagnosis and treatment, this will have a significant effect on patient care.”

“We are delighted to hear of the award given to the University of Arizona research team,” said Joe E. Kiani, Masimo Chairman and CEO. “Ten years ago, Dr. Barker and Masimo won a similar STA award for Masimo SET®, or Signal Extraction Technology. At that time, our achievement was to monitor oxygen saturation levels accurately for the first time during conditions such as patient motion and low perfusion. Now, building on SET, we are able to monitor carboxyhemoglobin and methemoglobin levels, and soon, we hope, additional vital physiologic parameters, noninvasively. This is history repeating itself in the most encouraging way.”

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"We are especially pleased that Dr. Barker and his colleagues on the University of Arizona research team have received this recognition," Kiani added. "Dr. Barker is the author of over 150 scholarly works, and one of the leading researchers in oxygen monitoring. To provide Masimo with the scientific advice we need and a strong connection to the medical community, we have invited Dr. Barker to work with us as the Chairman of our Scientific Advisory Board and as a member of the Masimo Board of Directors. I am delighted to say that he has accepted, and we will be able to lead Masimo better with his guidance."

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Masimo Tops the 2006 Patent Scorecard's Top 10 List of Innovators in Medical Devices for Current-Impact Index™ and Technology Cycle Time™

May 10, 2006 -- Masimo Corporation receives the highest value in the Current-Impact Index of the ipIQ Medical Devices Patent Scorecard™ for 2006. The Current-Impact Index showcases the broader significance of a company's patents by examining how often its U.S. patents are used as the basis for other innovation in the current year. A value of 140 indicates a company's patents were referenced 40% more often than the industry average. Masimo achieved a score of 1,294 for the year 2005. In addition, the company also topped the Technology Cycle Time™ category, which indicates a firm's speed in turning proprietary research and innovations into Intellectual Property.



The Patent Scorecard is an industry-by-industry ranking of corporate innovation and combines a series of indicators to arrive at patent quality, technological strength and breadth of impact. It has historically been published in MIT's Technology Review and tracks the U.S. patent portfolio of more than 2,500 of the world's top technology firms.

To view the full award, please click here
 (/siteassets/us/documents/pdf/ipiq_advance_2006_medical_devices_scorecard.pdf).

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Masimo CEO Joe Kiani Receives Monty Award

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IRVINE, California –March 7, 2005 – Masimo®, the inventor of Read-Through Motion & Low Perfusion Pulse Oximetry, is proud to announce that its CEO and Founder, Joe E. Kiani, has received the prestigious 2005 Monty award from San Diego State University. This annual honor recognizes the outstanding achievements and success of prominent SDSU alumni from each of the school's academic colleges, and Mr. Kiani received the College of Engineering 2005 Monty Award. This year's award ceremonies were held Saturday, March 5th.



Mr. Kiani received both his undergraduate and graduate degrees in electrical engineering from San Diego State University in the 1980's, and founded Masimo in 1989 shortly after completing his formal education. He has served as CEO and chairman since that time, and co-invented Masimo SET® Pulse Oximetry with friend and engineer, Mohamed Diab, applying system theory and adaptive signal processing to dramatically improve the monitoring of pulse rate and oxygen saturation in the blood. This month Masimo announced its second major advance in patient monitoring with Masimo Rainbow™ SET® Pulse CO-Oximetry™, a new technology that allows caregivers to noninvasively measure carbon monoxide concentration of the blood, for the first time. The Masimo Rainbow™ SET® platform is designed to allow for the monitoring of additional parameters like methemoglobin (SpMet™), as well as arterial oxygen saturation completely noninvasively.

“When we consider candidates, we look not only for success and innovation, but also for evidence that the university played some role in that success,” reported Professor David T. Hayhurst, Dean of Engineering at SDSU. “Joe Kiani did stellar work here in electrical and computer engineering, and that has clearly been applied brilliantly in the development of Masimo SET® Pulse Oximetry, which has gone on to become an international standard. We are equally impressed with his perseverance in doing what was necessary to overcome numerous significant obstacles in turning his scientific breakthrough into a real product, and then successfully penetrating a market that is very difficult to enter. We are extremely proud to recognize Joe for all his accomplishments.”

“As an educator I persistently address the questions: ‘Am I getting through to them? Am I making a difference in their lives? How do I measure if I am?’” says Professor Fredric Harris, Cubic Signal Processing Chair of the Department of Electrical and Computer Engineering at SDSU. “One way is by reviewing the accomplishments of my former students. Joe Kiani is an example of a former student that every teacher wishes he had by the room-full. Joe is a creative individual who directed his native intelligence and SDSU-acquired education to a class of medical instrumentation problems. He recognized them as an opportunity to apply advanced signal

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processing techniques. As founder of Masimo Corp., in the best tradition of entrepreneurship, he guided development of a novel class of high performance medical instrumentation methods that have revolutionized patient monitoring systems. The Monty award Joe received at the 33rd Alumni Association Awards Gala is SDSU's public recognition of the success of one our distinguished alumni. His award is much deserved and I am proud to know Joe as a faculty member, as an advisor, and as a friend."

Masimo, founded in 1989, is the inventor and leader of Signal Extraction Technology for the non-invasive monitoring of vital signs. Masimo develops, licenses, and markets advanced medical signal processing technologies and product. Masimo Signal Extraction Technology, or Masimo SET[®], represents the standard of care for pulse oximeters. With its introduction in 1996, Masimo SET[®] overcame data dropouts, false alarms and inaccurate measurements due to patient motion, low perfusion and other challenging conditions. Over 100 clinical studies support the conclusion that Masimo SET[®] is the most effective pulse oximeter in the world.

With the advent of Rainbow[™] Technology, Masimo ushers a new era for noninvasive monitoring, where patients at risk of respiratory and cardiac complications, carbon monoxide poisoning and other life threatening diseases can be safely, noninvasively and accurately monitored with Pulse CO-Oximetry. Masimo is headquartered in Irvine, California. Additional information about Masimo and its products can be found at www.masimo.com (/).

Masimo, Signal Extraction Technology and SET[®] are registered trademarks of Masimo Corporation. Signal Extraction is a trademark of Masimo Corporation. Rainbow, Pulse CO-Oximetry, SpCO, and SpMet are trademarks of Masimo Laboratories.

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Acacia Research Tops Deloitte's Orange County Technology Fast 50 Ranking of Fastest-Growing Technology Companies



Published: 10/11/05

Contact: Yi-Fang Kryger (mailto:ykryger@deloitte.com)

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Deloitte & Touche LLP
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COSTA MESA, Calif., October 11, 2005 — Acacia Research Corporation, a Newport Beach-based company that develops, acquires, and licenses patented technologies, tops the list of the fastest growing technology companies in Orange County as recognized by Deloitte & Touche LLP at an award event held October 11 at the Hyatt Regency in Irvine. Called the “Orange County Technology Fast 50,” the annual award program ranks technology companies located in Orange County by revenue growth.

“The past five years have been a rollercoaster ride for technology companies,” said Fred Poska, Partner in the Technology, Media & Telecommunications (TMT) Group at Deloitte based in Costa Mesa. “The companies on the Deloitte Orange County Technology Fast 50 have shown they can prosper in challenging economies and marketplaces. Deloitte is pleased to recognize their achievements.”

Winners are selected based on percentage revenue growth over five years from 2000 to 2004. To be considered, Technology Fast 50 entrants must: have operating revenues of at least \$50,000 in 2000 and at least \$1,000,000 in 2004; be headquartered in Orange County; be a “technology company,” defined as a company that owns proprietary technology that contributes to a significant portion of its operating revenues or devotes a significant proportion of revenues to the research and development of technology. Using other companies' technology in a unique way does not qualify. Subsidiaries and divisions are not eligible, unless they have some public ownership and are separately traded.

2005 Rank
Company Name
City
5yr % Growth
Ticker
12
Masimo Corporation
Irvine
390%
Private

The Orange County Technology Fast 50 sponsors include Deloitte & Touche LLP, Focus Creative Group, Comerica, CRESA Partners, D.L.D. Insurance Brokers, Merrill Corporation, McDermott & Bull and Strading Yocca Carlson & Rauth, in association with AEA, Software Council of Southern California and Promotions by Design.

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MD&DI 100 Notable People in Medical Device Industry awarded to Joe Kiani

MD&DI Names Joe E. Kiani as one of its 100 notable people in the medical device industry.



Joe E. Kiani, the company's co-founder and CEO has been recognized for his contributions to the medical device industry by the editors of Medical Device & Diagnostic Industry(MD&DI) , a Canon Communications LLC publication. Mr. Kiani was selected as the one of the magazine's 100 notable people and featured in the June 2004 issue of MD&DI. "We selected our 100 notable people on the basis of their contributions to the medical device and healthcare industries," said Canon Communications Editorial Director John Bethune. "The individuals chosen reflect the outstanding achievements of the people behind today's medical technology." The medical device industry is well known for its technology, a central aspect that MD&DI covers in each and every issue. Less often noted are the many outstanding people without whom that technology would not exist. The June issue marks the first time MD&DI pays special tribute to 100 of these individuals.

Joe Kiani
Chairman and CEO
Masimo Corp.

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A named inventor on more than 30 patents for signal processing, sensors, and patient monitoring... helped start-up company grow to have 300 employees, a global technology-license, and product-distribution agreements.

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The Forum for Corporate Directors -- Director of the Year for Corporate Growth

Laguna Niguel, CA (February 25, 2004) - Joe Kiani, CEO, Masimo Corporation, took home the Forum for Corporate Directors' (FCD) Director of the Year Award. Mr. Kiani built Masimo Corporation from a tiny start-up to a 450+ employee, multi-national company that



dramatically changed pulse oximetry with their innovation of Masimo SET[®], a proprietary method of picking up difficult-to-read signals. His leadership also built bridges to Group Purchasing Organizations, paving the way for other small companies to gain access to previously unavailable market segments.

About Forum for Corporate Directors

The Forum for Corporate Director's mission is to promote the highest standards of corporate ethics and best governance practices, create forums for director peer interactions, and enhance director effectiveness through high-quality and timely education and development programs.

Forum for Corporate Directors membership includes 200 of Orange County's most prominent business and community leaders, corporations and professional services organizations. Forum members are committed to creating value for their organizations, promoting the highest standards of corporate ethics and sharing their experiences with their fellow members and directors.

About Masimo

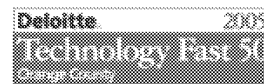
Masimo, founded in 1989, is the innovator and leader of motion and low perfusion tolerant pulse oximetry. Masimo develops, licenses and markets advanced medical signal processing technologies and products for the noninvasive monitoring of vital signs. Masimo Signal Extraction Technology represents a fundamental departure from conventional pulse oximetry technologies. Over 70 independent and objective published studies have demonstrated that Masimo SET[®] is the safest and most effective pulse oximetry technology in the world. To date, Masimo has licensed its Signal Extraction Pulse Oximetry technology to over 35 international patient monitoring system providers, which make up over 70 percent of the world's pulse oximeter shipments. Masimo is headquartered in Irvine, Calif. Additional information about Masimo and its products can be found on www.masimo.com.

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Deloitte & Touche Technology Fast 50, Orange County



WHAT: Deloitte & Touche LLP, one of the nation's leading professional services firms, is pleased to announce an alphabetical listing of its 2004 Orange County Technology Fast 50 winners. The Fast 50 ranks the 50 fastest-growing technology companies in Orange County over five years (1999-2003). A special category called "Rising Stars" recognizes the five fastest-growing technology companies based on revenue growth over three years (2001-2003).

HOW: Technology Fast 50 winners are selected based on the percentage of growth in fiscal year revenues from 1999 to 2003. To be considered, entrants must be based in Orange County and must be a technology company defined as owning proprietary technology that contributes to a significant portion of the company's operating revenues (using other companies' technology in a unique way does not qualify); and/or devoting a significant proportion of revenues to research and development of technology.

WHEN:

Announcement of the Orange County Technology Fast 50 winners ranked by growth percentage and the Rising Star winners is scheduled for October 4, 2004.

WHERE:

Visit www.fast50.com (<https://www2.deloitte.com/us/en.html>) for more information on the Technology Fast 50 program.

WHO:

Acacia Research Corporation, Accenx Technologies, Inc., Aircept.com LLC(a), Allergan, Inc., Artemis International Solutions Corporation, Autobyte Inc., BIOLASE Technology, Inc., Broadcom Corporation, Callipso Corporation, Cardiac Science, Inc., Ceradyne, Inc., ChromaVision Medical Systems, Inc., Cortex Pharmaceuticals, Inc., DPAC Technologies Corp., Dynatem, Inc, eEye Digital Security, Electropure, Inc., Emulex Corporation, Endocare, Inc., Envision Financial Systems, Inc., Exult Inc., Foundstone, Inc.(a), HireRight, Inc., I/OMagic Corporation, ICU Medical, Inc., I-Flow Corporation, Infokall, Inc.(a), Interpore Cross International, Inc., Island Pacific, Inc., KOR Electronics, Lantronix, Inc., Lifemasters Supported Self Care, Inc., Masimo Corporation, Meade Instruments Corp., MenuLink Computer Solutions, Inc., Micro Therapeutics, Inc., MSC.Software Corporation, netGuru, Inc., Oakley, Inc., Paciolan, Inc., QLogic Corporation, Quality Systems, Inc., Quest Software, Inc., Raining Data Corporation, Ritz Interactive, Inc., Syagen Technology, Inc., Sybron Dental Specialties, Inc., TCI Solutions, Inc., Telogis(a), The TriZetto Group, Inc., TransDimension, Inc., TTM Technologies, Inc., U-Nav Microelectronics Corporation(a), Universal Space Network, Inc., US LABS, Inc.

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GO TO TOP**Frost & Sullivan New Standard of Care in Patient Monitoring Award**

San Jose, Calif. - June 16, 2003 - Frost & Sullivan today presented the first the 2003 New Standard of Care in Patient Monitoring Award to Masimo Corporation, a developer of advanced medical signal processing technologies instrumental in state-of-the-art noninvasive monitoring of patient vital signs, at the AMMI Conference in Long Beach, California.



Aroop Zutshi, Frost & Sullivan senior partner, presented the award to Joe E. Kiani, Chairman and CEO of Masimo Corporation, in recognition of its commitment to patient care, its successful pioneering and introduction of next-generation pulse oximetry technology, and its demonstrated improvement of patient monitoring.

In 1996, 1997, and 1998, Masimo introduced in Europe, Japan and the US respectively, its pioneering Signal Extraction Technology (Masimo SET®) solution, the first motion-tolerant and low-perfusion monitoring device, into the pulse oximetry and patient monitoring markets. Initially blocked from selling its product to the US hospitals through group purchasing organizations (GPOs), Masimo went directly to leading medical professionals and had its product assessed and compared against the leading pulse oximeters of the day.

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These independent studies highly favored the Masimo SET® solution, raising the awareness of improvements in the medical community and creating strong demand for this motion-tolerant technology among healthcare workers. Prior to Masimo SET® pulse oximetry, pulse oximeters were fraught with false alarms. In fact, approximately 90% of the pulse oximeter alarms were false with conventional pulse oximetry. The dramatic reduction in the number of false alarms, and the improvement in detection of true alarms, was felt to significantly improve the caregiver's productivity as well as provide reliable continuous patient pulse oximetry data.

Masimo's low-perfusion technology also enables doctors and healthcare workers to measure oxygenation levels in patients which were previously unable to be measured and regulated. Clinical studies had shown that over 10% of the time pulse oximeters failed to provide any measurement during surgery in the OR. Masimo SET® changed all of that. As a result, new standards of care are now being offered to patients from infants to geriatrics.

"The rapid adoption of Masimo SET® technology, by both hospitals and major patient monitoring equipment manufacturers demonstrates the value that the market has placed on this significant technological advancement," says Katherine Shariq, Frost & Sullivan industry analyst.

The Frost & Sullivan New Standard of Care in Patient Monitoring Award is given to a company that has successfully developed or introduced a new or advanced version of a patient monitoring component or device, which could potentially revolutionize or reinvigorate the market. Multiple advantages over existing monitoring components clearly establish that the technology used in the field has evolved into a next-generation device. Masimo is the first company to receive such an honor over the past 15 years.

About Masimo Corporation

Founded in 1989, Masimo Corporation, the innovator of motion and low perfusion tolerant pulse oximetry, is a privately held medical technology company that develops, licenses and markets advanced medical signal processing technologies and products for the noninvasive monitoring of patient vital signs. Masimo Corporation is headquartered in Irvine, California.

About Frost & Sullivan

Founded in 1961, Frost & Sullivan, a global leader in growth consulting, presents Market Engineering Awards to companies that demonstrate excellence in their industry, commending the diligence and innovative business strategies required to advance in the global marketplace. Frost & Sullivan rigorously analyzes specific criteria to determine Market Engineering Award recipients in a vast variety of market industries and landscapes. For further information, visit www.frost.com (<http://www.nacersano.org>)

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Frost & Sullivan Patient Monitoring Technology of The Year Award

SAN DIEGO, Nov 6, 2003 - At last night's 2003 Global Excellence in Healthcare & Life Sciences Awards Banquet, Frost & Sullivan named Masimo Corporation as the recipient of the 2003 Patient Monitoring Technology of the Year Award.



Masimo Corporation's innovative Signal Extraction Technology (Masimo SET®) modernized the pulse oximetry and patient monitoring markets with its ease of use and breakthrough performance.

Its ability to noninvasively measure oxygen saturation levels in high-risk and difficult patients, such as people with very low levels of perfusion and those actively in motion, has created widespread demand by physicians.

"Masimo's engineering design and skilled development of highly specific algorithms have made its technology highly sought after," states Katherine Shariq, industry analyst with Frost & Sullivan. "Due to the company's innovations, the pulse oximetry market has been reenergized and the use of pulse oximetry solutions for continuous measurements among high-risk patients has expanded."

This award recognizes Masimo's contribution to medicine and patient care through its innovation, engineering expertise, and diligence in getting its Masimo SET® technology accepted and used in the patient monitoring market. Masimo currently maintains licensing agreements with more than 35 international patient monitoring equipment providers and operates a growing stand-alone pulse oximeter business.

With Masimo SET® acknowledged as a new technology standard most hospitals and caregivers are making the shift to "next-generation" pulse oximetry solutions to monitor their patients. Masimo deserves this award for its commitment to patient care, reliability, and the ease of use of its products.

Joe E. Kiani, Chairman & CEO of Masimo stated, "On behalf of the Masimo team, both those inside and outside the company, I would like to thank Frost and Sullivan for bestowing upon us this award. This award not only encourages us to do more, but hopefully it encourages other people to dedicate themselves to the advancement of patient care."

Every year, Frost & Sullivan honors the company that introduces a technology with the ability to influence and impact R&D focus and competitive posture in several market segments. The technology also shows potential to become an industry standard or achieve a high degree of market acceptance.

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Held in San Diego, Calif., the Frost & Sullivan banquet honored world-class companies for outstanding performance and achievements in the healthcare industry. An annual event, the banquet recognizes the quality and merit of these distinguished companies.

About Masimo

Masimo, founded in 1989, is the innovator and leader of motion and low perfusion tolerant pulse oximetry. Masimo develops, licenses and markets advanced medical signal processing technologies and products for the noninvasive monitoring of vital signs. Masimo Signal Extraction Technology represents a fundamental departure from conventional pulse oximetry technologies. Over 70 independent and objective published studies have demonstrated that Masimo SET® is the safest and most effective pulse oximetry technology in the world. To date, Masimo has licensed its Signal Extraction Pulse Oximetry technology to over 35 international patient monitoring system providers, which make up over 70 percent of the world's pulse oximeter shipments. Masimo is headquartered in Irvine, Calif. Additional information about Masimo and its products can be found on www.masimo.com (/).

About Frost & Sullivan

Founded in 1961, Frost & Sullivan is recognized as a global leader in growth consulting. Frost & Sullivan Awards are presented to companies that demonstrate excellence in their industry, commending the diligence, commitment, and innovative business strategies required to advance in the global marketplace. Frost & Sullivan rigorously analyzes specific criteria to determine award recipients in a vast variety of market industries and landscapes. For further information, visit www.frost.com (<http://www.frost.com>).

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Platinum "ABBY" Award --Adaptive Business Leaders Innovations in Healthcare Award

Orange, CA (June 20, 2003) - Joe Kiani, CEO of Masimo Corporation (in Irvine), Jay Short, Ph.D., CEO of Diversa



Corporation (in San Diego) and Adam Singer, M.D., CEO of IPC-The Hospitalist Company (in North Hollywood), respectively took home the Platinum, Gold and Silver "ABBY" Awards at the Adaptive Business Leaders (ABL) Organization's Fifth Annual Innovations in HealthcareSM Awards and Event, held Wednesday, June 18, at the Hyatt Regency, Irvine.

The three innovators were selected to receive the gold statuette from among a group of nine Innovations in HealthcareSM finalists for their outstanding advancements to the field of healthcare in medical technology, bio technology and information technology-enhanced healthcare services. According to Mimi Grant, President of ABL, the 60-plus judges, primarily ABL Members and other healthcare industry CEO's and Division heads attending the Event, found their greatest challenge of the day was selecting just three companies to win the ABBY among the nine finalists, each of

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whom presented a compelling case as to why and how their product or service significantly advanced the quality of patient life or enabled the business of healthcare to be conducted more cost effectively.

Joe Kiani, CEO of Masimo Corporation, took home the Platinum "ABBY." Masimo has developed proprietary signal processing and sensor technologies for cost-effective, noninvasive patient monitoring, improving patient outcomes and reducing the cost of care through its Masimo SET[®] Pulse Oximetry technology. Joe has also brought leadership to the medical technology industry by breaking through the often bureaucratic hurdles established by some large healthcare systems and Group Purchasing Organizations.

Jay Short, Ph.D., CEO of Diversa Corporation received the Gold Innovations in HealthcareSM Award. Diversa is a leader in the discovery, evolution, and production of commercially valuable molecules with pharmaceutical applications, such as optimized monoclonal antibodies and orally active drugs. The company also developed a cutting edge technology that allows ultra high-throughput, resulting in faster new drug discovery, enabling the fast-tracking of the next cancer or autoimmune disease treatment development.

Adam Singer, M.D. and CEO of IPC - The Hospitalist Company was awarded the Silver "ABBY." In 1991, IPC pioneered hospitalist care: full-time, acute primary care specialists who focus exclusively on patients receiving inpatient care. IPC-LINK[®] is the company's proprietary clinical repository of best practices (and much more) that each of IPC's 400 physicians can easily access on their wireless hand-held computers, thus increasing economic efficiency while enhancing quality of care.

The other finalists included:

David Adamson, M.D., is Chairman and CEO of Advanced Reproductive Care, Inc, which is the only national organization of physician specialists in fertility care, who also have developed innovative payment plans.

Eleanor Levin, M.D., is the Clinical Lead of Kaiser Permanente's Comprehensive Coronary Artery Disease Program, which has dramatically reduced the number of Kaiser patients suffering and dieing from coronary artery disease

Bob Watson is President and CEO of Concuity, Inc., which provides an enterprise-wide information system that helps providers create and negotiate better contracts with payers and collect what's owed them.

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John O'Shaughnessy is President of Government Management Services, Inc., which created and operates FACIS®, the Fraud and Abuse Control Information System, for verifying the credentials of, and reports sanctions against, physicians and other clinicians.

Ed Fotsch, M.D. is CEO of Medem, Inc., which, backed by the AMA, developed this physician-patient communications network to facilitate online access to information and care for more than 90,000 physicians and their patients.

Richard Brumley, M.D. is the Physician in Charge of Kaiser Permanente's TriCentral Palliative Care Program, which cares for those with serious, advanced, life-limiting illnesses and is focused on their quality of life.

About the ABL Organization

From its inception, 20 years ago, the purpose of the Adaptive Business Leaders Organization (ABL; originally named SO/CAL/TEN) has been the sharing of best practices and innovative approaches that propel business growth. Today the Organization facilitates nine monthly Round Tables (from San Diego to San Francisco) and holds special forums throughout the year -- like Innovations in HealthcareSM -- that enable its healthcare and technology Members to learn from each other. Further, for ABL's healthcare Members there is a particular focus on how to cost-effectively apply innovative approaches to delivering high quality healthcare.

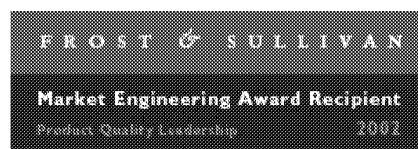
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Frost & Sullivan Product Equability Leadership Award

Frost & Sullivan bestows the Market Engineering Award for Quality Control Leadership upon the company that has demonstrated superior quality control+over their existing competitors+in product manufacturing. Quality control is an essential element of satisfying customers, increasing repeat buying behavior, and assuring long-term market survival.

Research Methods:

To choose the award recipient, the analyst team tracks all products and research and development projects within the industry. This is accomplished through interviews with all market participants, end-users, distributors, and extensive secondary and technology research.



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Measurement Criteria:

In addition to the methodology described above, there is specific criteria used to determine final competitor rankings in this industry. The award recipient has excelled based on one or more of the following criteria:

- Lowest defect percentage per batch of units produced by suppliers in current base year
- Product ability to fulfill customer needs, in terms of functionality and user friendliness
- Number of breakdowns or services required per year
- Degree of connectivity
- Level of product support end-users receive from their vendors or suppliers

Product Quality Leadership Award: Masimo Corporation:

The recipient of the 2002 Frost & Sullivan Product Quality Leadership Award for the U.S. fetal and neonatal market is Masimo Corporation.

Masimo is a leading supplier of advanced medical signal processing technologies and products for the noninvasive monitoring of patient vital signs. Masimo Corporation is a privately held medical technology company, and is responsible for developing innovative motion and low perfusion tolerant pulse oximetry. The Masimo Signal Extraction Technology (Masimo SET[®]) is a breakthrough technology to access, process and register arterial oxygen saturation and pulse rate. Masimo SET[®] enhances the accuracy of SpO₂ monitoring, particularly in complex patient conditions such as motion and low peripheral perfusion. Masimo SET[®] utilizes five algorithms (as opposed to the traditional two) to ensure continuous, accurate SpO₂ measurement, even under the most challenging conditions.

Over 50 clinical studies have proved that the Masimo SET[®] considerably reduces costs, improves patient outcomes, and reduces medical errors in the presence of patient movement and low perfusion. Masimo has licensed its Signal Extraction pulse oximetry technology to over 35 international patient monitoring systems providers, accountable for 60 percent of the world's pulse oximeter shipments. Moreover, over 35 patient monitoring equipment manufacturers market Masimo SET[®] pulse oximetry. Some of the most notorious companies competing in the fetal and neonatal monitoring equipment market that offer Masimo's SET[®] pulse oximetry are: Datascope, GE Medical Systems, Invivo Research Inc., Ivy Biomedical Systems, Inc., Medical Data Electronics (MDE), a subsidiary of Viasys Healthcare, Respirationics, and Welch Allyn.

For its commitment to the highest standards of excellence in its product offerings, Frost & Sullivan is proud to present the 2002 Product Quality Leadership Award to Masimo Corporation.

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Medical Design Excellence Award for Radical™ Signal Extraction Pulse Oximeter

Masimo Corporation, the innovator of Signal Extraction Pulse Oximetry, has been selected as winner in the 2001 Medical Design Excellence Awards (MDEA) competition for Masimo's recently released Signal



Extraction Technology™ Pulse Oximeter, Radical™. The MDEA is the only awards program devoted exclusively to recognizing contributions and advancements in the design of medical products. MDEA-winning products excel in the areas of product innovation, design and engineering excellence, end-user benefit, and cost-effectiveness in manufacturing and healthcare delivery.

An impartial, multi-disciplinary panel of third-party jurors reviews all products submitted. These jurors have expertise in biomedical engineering, human factors, industrial design, medicine, nursing, diagnostics, and medical packaging. Winners are selected in ten medical product categories. Radical was selected as a winner in the division of Critical Care and Emergency Products.

Radical Signal Extraction Pulse Oximeter is three pulse oximeters in one: a standalone device for bedside monitoring, a detachable handheld pulse oximeter for portable monitoring or spot check, and with its rich interface options, including SatShare™, provides an upgrade path for the conventional pulse oximetry technologies found in hospital patient monitors to Masimo SET® performance.

Radical incorporates a new version of Masimo SET® software, V3™, which not only delivers the breakthrough motion and low perfusion performance of Masimo SET®, but debuts FastSat™, which allows pulse oximeters to accurately track rapid saturation changes with unprecedented fidelity. Radical also debuts Signal IQ™, a unique visual indication that identifies the arterial pulse and quality of the acquired signal even under conditions of motion and low perfusion.

“Radical, is the most advanced pulse oximeter in the world, yet it is simple to use,” said Joe E. Kiani, President and Chief Executive Officer of Masimo Corporation. “Clinicians from around the world contributed to the design of Radical by challenging our engineers to take the Masimo SET® engine and design a pulse oximeter body around it that would make it available to all of their patients in all of the environments they were currently using conventional pulse oximetry or

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couldn't due to the limitations of conventional pulse oximeters. They also wanted one intuitive user interface for all of their applications, whether they were doing spot-check hand-held pulse oximetry measurement or continuous bedside monitoring in the OR, ICU or Ward.”

Mr. Kiani continued, “Due to the requirements and feedback by our clinical advisory group, and the ingenuity and hard work of our engineers, clinicians around the world can now benefit from Masimo SET®’s unprecedented sensitivity and specificity for all their patients in all of the environments they choose; all with one intuitive user interface. We thank MDEA for this recognition, as well as, the many clinician advisors, our engineering team and the industrial design team of I.N. for creating Radical.”

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Masimo Becomes only Pulse Oximetry Company to Receive the Audie Lewis Mark of Excellence™ Award

November 2001 – Audie Lewis Consulting, Inc, a consulting organization serving hospitals, published an audit report in November 2001 on masimo Signal Extraction Technology (Masimo SET). In this audit report, Masimo received the Audie Lewis Mark of Excellence™, the only pulse oximetry company receive this distinction. This Mark was given to Masimo after an extensive audit, a large majority of which was conducted prior to Masimo being made aware that it was taking place. The audit report concluded that none of the other pulse oximetry technologies matched the quality and clinical benefits of Masimo SET, and provided an overall assessment of “Outstanding.” Masimo also received high grades for Masimo SET’s cost reduction impact to hospitals, and Audie Lewis’ highest rating for ever for customer satisfaction following direct interviews 21 Masimo clients throughout the USA.



To view the full award, please click here (</siteassets/us/documents/pdf/alewis.pdf>).

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AEA Innovative Product/Technology Award

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Masimo Corporation, the innovator of Signal Extraction Pulse Oximetry, was honored by the American Electronics Association's (AEA) Orange County Council at its Eighth Annual High Tech Awards ceremony last night. The AEA recognized the Masimo Radical Signal Extraction pulse oximeter, as the Innovative Product/Technology in the medical area.



The Radical has quickly become recognized as the most advanced and versatile pulse oximeter ever conceived. In addition to providing the unsurpassed accuracy and reliability of Masimo SET[®] pulse oximetry, Radical possesses several other features that set it apart. Its removable, battery operated module allows it to be quickly converted from a standalone bedside monitor to a handheld device, which can be used for transport or spot checks. Masimo's SatShare interface cable may also be used with the Radical pulse oximeter to upgrade existing monitors to Masimo SET[®] performance. Many hospitals have found the SatShare interface to be most economical means of upgrading their existing monitors.

The versatility and multi-functionality of the Radical pulse oximeter make it the best solution for a hospital looking to replace all of its pulse oximetry technology with the newly recognized motion and low perfusion tolerance standards set by Masimo. A facility can replace its standalone and handheld devices with Radical pulse oximeters, and upgrade its integrated monitoring systems with SatShare. Then, all patients in the facility benefit from the improved performance of Masimo SET[®] and clinicians do not need to decide which patients get the new technology and which can risk the old. And, with sensor standardization achieved, the hospital can keep a long lasting Masimo single patient adhesive sensor on the patient throughout their stay. Many hospitals, including Massachusetts General, are standardizing their entire facility on Masimo SET[®].

"We are honored that the AEA has recognized Masimo with this award," said Joe E. Kiani, President and Chief Executive Officer of Masimo Corporation. "Radical is the result of input from clinicians around the world who were looking for a pulse oximetry solution that met all of their needs. Our talented and dedicated team went beyond the call of duty in designing and building a product that meets these needs. I'm proud to say, based on the clinical and market response to Radical so far, that we achieved our goal and have delivered a product to the market that can allow clinicians to improve the level of care while saving money in the process. We thank the AEA, and I thank my team for their valiant effort."

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The Huntington's Disease Society of America Distinguished Leadership Award



Irvine, California November 19, 2001 - Joe E. Kiani, President & CEO of Masimo Corporation, was presented with the Huntington's Disease Society of America's (HDSA) Distinguished Leadership Award at the First Annual HDSA Orange County Celebration of Hope Dinner last week. The HDSA Distinguished Leadership Award is a nationally recognized award associated with the Celebration of Hope Dinners, which benefit HDSA Centers of Excellence in cities around the country. The award is presented to individuals who have had a positive impact in their communities, and for the significant contributions they have made in their chosen fields.

Mr. Kiani was recognized for his accomplishments in founding Masimo Corporation, the innovator of Masimo SET® - Signal Extraction Technology - which is used in the healthcare field as the premier noninvasive patient monitoring technology. Since its worldwide market release in 1998, Masimo SET® has emerged as the preeminent pulse oximetry (measuring a patient's arterial blood oxygen saturation) technology, particularly under the most challenging conditions of patient motion and low perfusion (low blood flow). Other recipients of the Distinguished Leadership Award included:

Ralph Cygan, M.D. - CEO of and Clinical Professor at UC Irvine Medical Center

John Hagestad - Chairman, Orangewood Children's Foundation; Executive

Committee Member, Sares Regis Group

Arthur B. Birtcher - Co-Chair, Birtcher Real Estate Group

"Huntington's Disease is a degenerative, fatal genetic disorder that can absolutely devastate families who are affected by it," said Joe E. Kiani, President and Chief Executive Officer of Masimo Corporation. "I am honored to receive the Distinguished Leadership Award, but, more importantly, I am hopeful that events such as the Celebration of Hope dinners, will serve to bring awareness and support in the fight to end Huntington's Disease."

Masimo Corporation, founded in 1989, is a privately held medical technology company that develops, licenses and markets advanced medical signal processing technologies and products for the noninvasive monitoring of vital signs. Masimo Signal Extraction Technology represents a fundamental departure from conventional pulse oximetry technologies. Over 50 independent, published studies have demonstrated that Masimo Signal Extraction Technology substantially overcomes the limitations of conventional pulse oximeters in accurately measuring arterial blood oxygen saturation levels and pulse rates in the presence of patient movement and low perfusion. To date, Masimo has licensed its Signal Extraction pulse oximetry OEM MS Boards and

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proprietary LNOP single patient adhesive and reusable sensors to over 35 international patient monitoring system providers which make up over 60% of the world's pulse oximeter shipments. AmeriNet, the leading group purchasing organization and HealthTrust Columbia, the largest hospital system in America are offering their member hospitals the ability to gain access to Masimo SET® technology at group purchasing discounted prices. Masimo is headquartered in Irvine, California. Additional information about Masimo and its products can be found on the company's web site www.masimo.com (/).

Huntington's Disease (HD), named for Dr. George Huntington who first discovered the disease in 1872, is a fatal and degenerative brain disorder for which there is, at present, no effective treatment or cure. HD, which is passed down to 50% of the children of a parent having the disorder, slowly diminishes the affected individual's ability to walk, talk and reason. The Huntington's Disease Society of America is dedicated to providing support and education to the families affected by this life-altering illness, and to ultimately finding a cure. HDSA Centers of Excellence provide clinical care, counseling, referrals and education for individuals with HD and their families. HDSA Centers of Excellence are supported through Celebration of Hope events and through the generosity of the community and HD family and friends.

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March of Dimes Excellence in Leadership Award



The Orange County Division of the March of Dimes held its 7th Annual Excellence in Leadership Gala on Thursday, October 18, 2001, at 6:00 p.m. at the Hyatt Newporter in Newport Beach. The non-profit that saves babies' lives recognized four Orange County individuals for their contribution to the March of Dimes mission, and for their significant achievements and outstanding leadership in their fields. The black tie dinner was attended by over 352 participants and raised \$140,000 in support of the March of Dimes.

The Jonas Salk Excellence in Medicine Award was awarded to M. Douglas Cunningham, M.D., Vice President, Special Projects, Pediatrix Medical Group, Inc. An accomplished physician, teacher and researcher, Dr. Cunningham was honored for his contributions to the field of neonatal-perinatal medicine.

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The Excellence in Leadership Awards were presented to: Joe E. Kiani, president and CEO, Masimo Corporation, for his outstanding contributions in the biomedical technology field; Tim Smith, CEO and president, Fountain Valley Regional Hospital & Medical Center, for his ongoing effort and achievements in the medical field; and Alex Stenzler, vice president, Advanced Technologies, Sensor Medics Corporation, for his extraordinary endeavors in the biomedical technology field.

Heading the Honorary Committee were Bill Ross, honorary event chair and chief operating officer for Viasys Healthcare, along with Deborah Harrington, chair, Orange County Division Board of Directors and manager, Investment Management Services for Harrington Capital. Serving along with Ross and Harrington were Jeffrey C. Barbakow, Tenet HealthSystem; Valerie Begnoche, Masimo Corporation; Steve Bredehoft, Sensor Medics Corporation; Thomas J. Burnham, The Allergan Foundation; Michele Finney, Los Alamitos Medical Center; Lynn Hayes, Pediatrix Medical Group; Jannie Herchuk, Deloitte & Touche; Chris Kilpatrick, Arter & Hadden; Roger J. Medel, M.D., Pediatrix Medical Group, Kathleen O'Brien, Fountain Valley Regional Hospital & Medical Center; Meredith Rattay, Grossman Burn Center; LeAnn Spaide, Glendale Adventist Medical Center; and Mike Stephens of Hoag Hospital.

The annual gala helped increase awareness of the March of Dimes and its accomplishments in serving the mothers and babies of Orange County. Funds raised helped provide continuing support for research, community programs, public education and advocacy in the fight against birth defects, prematurity, and infant mortality.

The black tie evening began with a cocktail reception at 6:00 p.m., followed by dinner and the awards presentation at 7:15 p.m. Tickets were \$250.00. For additional event information, contact Hanna Koh at (949) 263-1100 or email Hkoh@modimes.org.

The March of Dimes is a national voluntary health agency whose mission is to improve the health of babies by preventing birth defects, prematurity, and infant mortality. Founded in 1938, the March of Dimes funds programs of research, community service, education, and advocacy to save babies. The Southern California Chapter serves a population of more than 20 million people and has divisions in Los Angeles, San Diego, Orange County and the Inland Empire. More information is available on the March of Dimes web sites at www.modimes.org (<http://www.modimes.org>) and www.nacersano.org (<http://www.nacersano.org>).

THE ORANGE COUNTY DIVISION OF THE MARCH OF DIMES 7TH ANNUAL EXCELLENCE
IN LEADERSHIP GALA 2001 HONOREES

JONAS SALK EXCELLENCE IN MEDICINE AWARD

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M. Douglas Cunningham, M.D., joined Pediatrix as Chief Medical Officer in 1996 and has served on the Board of Directors for Pediatrix Medical Group since that time. Currently he serves as vice president of Special Projects at Pediatrix Medical Group. Dr. Cunningham has dedicated 32 years to research and clinical interests in pediatrics. He has co-authored a book that has been translated in four languages, 16 chapters have been utilized in medical textbooks, 34 articles have been published in medical journals and in 57 scientific presentations.

EXCELLENCE IN LEADERSHIP AWARD

Joe E. Kiani is the co-founder of Masimo Corporation. He has served as its president, CEO and Chairman of the Board of Directors since Masimo's inception in 1989. Kiani is an inventor on more than 30 patents related to signal processing, sensors and patient monitoring. Masimo licenses its technology to more than half of the world's patient monitoring suppliers, making Masimo SET® technology available to customers in a wide array of product configurations.

Tim Smith has served in the healthcare management field for 20 years and currently serves as president and CEO at Fountain Valley Regional Hospital and Regional Center. Smith is a Diplomate of the American College of Healthcare Executives and participates in the University of California, Los Angeles Mentoring Program. He is the recipient of the 2000 Ethics in America Award from Chapman University.

Alex Stenzler currently serves as vice president of Advanced Technologies for Sensor Medics Corporation and the Critical Care Division of Viasys Healthcare Corporation where he has worked for 10 years. Sensor Medics designs, manufactures, markets and services advanced diagnostic and therapeutic products for the respiratory care market. Stenzler, always concerned about the respiratory health of babies and adults alike, has done extensive research on the passive measurement system for respiratory mechanics.

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SCCM Technology Excellence Award



The Society for Critical Care Medicine (SCCM) has chosen Masimo Corporation as the recipient of this year's SCCM Technology Excellence Award. This award, which recognizes outstanding strides in technology which benefit critical care medicine, will be formally given to Joe E. Kiani, Founder and President of Masimo Corporation, at the SCCM Conference to be held in Orlando, Florida from February 11 through February 15.

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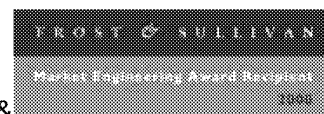
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This is the first year such an award is being given to someone in the industry. The SCCM Awards had previously been given only to clinicians and non-industry researchers. According to the SCCM, “Masimo’s design convinced intensivists that pulse oximetry could work on the toughest patients and be useful during motion and low perfusion, thus raising the bar in the standards critical care medicine can now apply to future technology.”

“It is important that true technological innovators be recognized and rewarded for their efforts,” commented Max H. Weil, MD, PhD, FCCM, Distinguished University Professor and founder of the SCCM. “Prior to Masimo’s contributions, the false alarms and unreliability of pulse oximeters were assumed to be inherent and insurmountable limitations of the measurement. Masimo did not accept this and made an intuitive leap to create what is now the new standard of performance for pulse oximeters. Having dedicated my career to advancing the care of critically ill patients, I am happy to see that better care will result and the standards are being raised as a result of Masimo’s technological breakthrough. Masimo has truly earned this award.”

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Frost & Sullivan Market Engineering Competitive Strategy Award



Masimo Corporation announced that it is the recipient of one of Frost & Sullivan’s highest honors for Market Engineering: the 2000 Competitive Strategy Award. This award, based on independent research and analysis of companies in the health care industry, recognizes Masimo for its positive contribution to the blood gas monitoring equipment market.

According to Frost & Sullivan analyst, Minal Vasanaawada, “Masimo has made a significant impact on the industry with its successful marketing of its proprietary Signal Extraction pulse oximetry technology, Masimo SET®. False alarms and erroneous readings due to patient and environmental factors have for long plagued pulse oximetry technology. By addressing this pressing need to have more accurate data from pulse oximeters in varied clinical settings including motion and low perfusion, Masimo has displayed a clear understanding of the primary competitive factors in this industry. Frost & Sullivan recognizes this outstanding achievement and awards Masimo with its Competitive Strategy Award.”

“Masimo is honored to be recognized by Frost & Sullivan for the advancement and contribution Masimo has made in the field of pulse oximetry,” said Joe E. Kiani, President and CEO of Masimo Corporation. “Our goal was to solve what other companies thought was unsolvable - to

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make pulse oximetry accurate during motion and low perfusion. We then set out to educate the industry and health care professionals with independent clinical studies by leading clinicians around the world and true side-by-side demonstrations. Today, over 25 clinical studies by independent researchers have proven Masimo Signal Extraction Technology to be the only pulse oximetry technology accurate under the most challenging conditions of motion and low perfusion and when it's needed the most. We wish to thank the dedicated clinicians who, without any personal monetary reward, have spent their valuable time and resources to study Masimo SET®'s performance compared to conventional pulse oximetry and Masimo SET's effect on improving patient care as well as reducing cost of care."

Mr. Kiani continued, "By proving the breakthrough accuracy and reliability of Masimo SET® technology clearly and honestly, we have been able to attract over 30 leading patient monitoring companies, who make up over 50% of the world's pulse oximeter suppliers - to adopt Masimo SET® as their standard pulse oximetry technology. These companies have spent significant resources to upgrade their products to Masimo SET® for the benefit of their customers; they should also be honored. Receiving honors such as this Frost & Sullivan Award and the appreciation from clinicians and patients who have been helped by our technology, renews our commitment to continue to advance signal processing and sensor technology for the benefit of patients and to be driven by a sense of fascination and accomplishment."

Recently Masimo announced Radical, a product that is accelerating the standardization of Masimo SET® pulse oximetry throughout hospitals. The Radical Signal Extraction pulse oximeter allows clinicians to get access to Masimo SET®. It is three pulse oximeters in one: a standalone device for bedside monitoring, a detachable handheld pulse oximeter for ultra-portable monitoring and a monitor interface, called SatShare, which allows Radical to upgrade multi-parameter patient monitors to Masimo SET® technology. Radical can provide continuous and reliable arterial oxygen saturation monitoring anywhere throughout the continuum of care. With help from some of our partners, particularly Allegiance and Datex-Ohmeda, who have vast distribution resources and flexible acquisition programs, Masimo is making it easy for clinicians to get access to Radical to standardize their hospitals to Masimo SET® pulse oximetry.

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AEA 2000 High Tech Award Winner- Outstanding Medical Device Company

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Masimo Corporation announced that it is the recipient of the 2000 American Electronics Association (AEA) award for Outstanding Medical Device Company. This award, presented as part of the Seventh Annual High-Tech Awards event of the Orange County Council, is presented to the company demonstrating excellence in technological innovation and leadership in the medical device industry.



The High-Tech Awards honor a wide range of high-technology categories including Outstanding Medical Device Company, Outstanding Public Company, Outstanding Software Company, Outstanding Internet Company, Outstanding Executive (public and private company), Mentor/Angel, and Innovative Product/Technology.

According to Phil Beaudoin, executive director, Orange County Council, AEA, "These companies and executives serve as outstanding examples of the innovative technology that continues to be developed and enhanced at the local level. They have set the precedent for technology growth in Orange County for the new century."

"Masimo is honored to be recognized by the American Electronics Association," said Joe E. Kiani, President and CEO of Masimo Corporation. "Masimo is a classic Orange County start-up. Eleven years ago, we started in a garage and our goal was, and still is, to make a contribution by developing better technology for patient care. In our pursuit of this goal, we have been fortunate to develop a technology that today, is not only saving lives and improving patient care, but is also reducing the cost of care. Over 25 clinical studies by independent researchers have proven Masimo Signal Extraction Technology to be the only pulse oximetry technology accurate under the most challenging conditions of motion and low perfusion and when it's needed most."

Mr. Kiani continued, "This award belongs to everyone on the Masimo Team, our employees, advisors, investors, clinical researchers, and the business community in Orange County, who believed in us, encouraged and supported us."

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STA Excellence in Technology Innovation Award

1995, The Society for Technology in Anesthesia (STA) an international organization of physicians, engineers, students and others with an interest in anesthesia-related technologies, has chosen Dr. Steven Barker and Masimo



<https://www.masimo.com/company/masimo/awards/>

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Corporation researchers Ebrahim Elfadel and Walt Weber as the recipients of this year's STA Excellence in Technology Innovation Award. This award recognizes excellence in technologies that benefit patients and caregivers in the area anesthesiology especially technologies that address high priority needs of the practice of anesthesia. Dr. Barker and coauthors are being recognized for their abstract "Motion-Resistant Pulse Oximetry" which showed the superior performance of Masimo SET® Pulse Oximetry compared conventional pulse oximetry.

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