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Masimo Corporation



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Masimo iSpO2™ Pulse Oximeter for iOS Platform (iPhone, iPad & iPod touch) for Consumers* to Debut at CES

Visit Booth 26324 for a Chance to Win an iSpO2™ and iPad, iPad mini or iPod touch and Meet Guinness World Record Breath Holder Stig "The Ultimate Superhuman" Severinsen

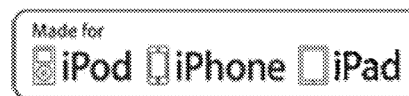
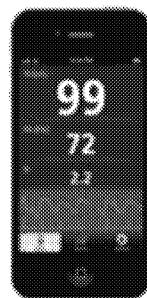
Irvine, California – January 3, 2013 – Masimo (NASDAQ: MASI) makes its debut at CES in Las Vegas next week with iSpO2™, the pulse oximeter cable and sensor utilizing Masimo SET® technology for use with iPhone, iPad or iPod touch with 30-pin connector.

A variety of people purchase pulse oximeters for personal uses, including fitness buffs and those going to high altitudes. Thousands of pulse oximeters, which measure blood oxygenation and pulse rate, are sold to consumers each year.

The Masimo iSpO2™ is a consumer pulse oximeter to noninvasively measure blood oxygenation, pulse rate and perfusion index with the same technology used in leading hospitals worldwide, providing accurate measurements even during the challenging conditions of motion and low perfusion.

iSpO2™, available at iSpO2.com and Amazon, is easy to set up and use with your iPhone, iPad or iPod touch (30-pin connector):

- Connect the iSpO2™ cable to your iPhone, iPad or iPod touch
- Slip the iSpO2™ sensor on your ring finger
- Your results appear on screen



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

iSpO2™ app provides immediate access to your data history – allowing you to view measurements, graphs, and trending over time – with the ability to export data history into .CSV files for use with text editing and spreadsheet programs such as Microsoft Excel.

Helping showcase iSpO2™ at CES will be Stig “The Ultimate Superhuman” Severinsen, who in 2012 set the Guinness World Record for holding his breath – 22 minutes – and is a four-time world champion freediver with a doctorate in medicine. Severinsen, author of “breatheology – the art of conscious breathing,” will be at Booth 26324 Jan. 9 to conduct breath-holding feats and demonstrate iSpO2™.

Visit Masimo at Booth 26324 for daily drawings Jan. 8-10 to be among the first to own iSpO2™. The drawings also include chances to win a new iPad, iPad mini or iPod touch with 30-pin connector.

“We made iSpO2™ for consumers interested in obtaining the accurate SpO2, pulse rate, and perfusion index readings that Masimo has been known for throughout the healthcare industry,” said Masimo founder and CEO Joe Kiani. “At CES, consumers will have an opportunity to see for themselves the quality and utility of iSpO2™.”

Please visit iSpO2.com, Amazon.com or the App Store for purchasing information.

** iSpO2™ is for short-term sports and aviation use and is not intended for medical use.*

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, 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, 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 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. In 2012, Masimo acquired assets of Spire Semiconductor, LLC, maker of advanced light emitting diode (LED) and other advanced component-level technologies; and Phasein AB, a developer and manufacturer of ultra-compact mainstream and sidestream capnography, multigas analyzers, and handheld capnometry solutions. Masimo SET® and Masimo rainbow® SET® 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.

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 related to the new iSpO2, 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 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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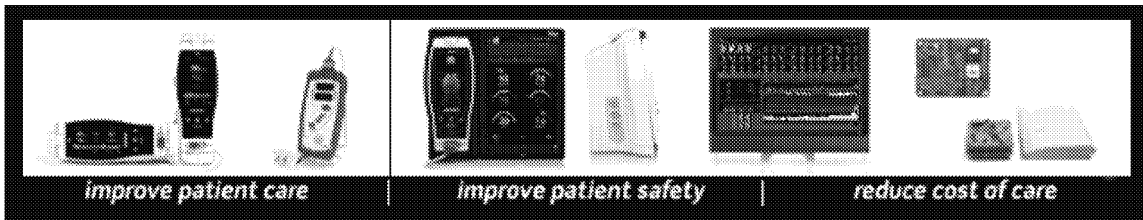
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Masimo, SET, Signal Extraction Technology, Improving Patient Outcome and Reducing Cost of Care... by Taking Noninvasive Monitoring to New Sites and Applications, rainbow, SpHb, SpOC, SpCO, SpMet, PVI, rainbow Acoustic Monitoring, RRa, Radical-7, Rad-87, Rad-57, Rad-8, Rad-5, Pulse CO-Oximetry, Pulse CO-Oximeter, Adaptive Threshold Alarm, and SEDLine are trademarks or

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