



## **Legends Financial Becomes "Heartsafe"**

*Legend Financial Advisors, Inc., a Pittsburgh-based company, becomes the latest NewHouse Medical client to undergo CPR and AED training to better equip their employees to save lives in or out of the office.*

Pittsburgh, PA, September 25, 2007 --([PR.com](http://PR.com))-- Legend Financial, an investment advisory firm based in Pittsburgh, became the latest NewHouse Medical client to select the Heartsine Samaritan PAD [AED](#) (automated external defibrillator) for its corporate headquarters and to undergo CPR and AED training this past week.

Jessica Sellman, Marketing Coordinator for Legend Financial Advisors stated, "Our firm chose to purchase an AED, because our staff members and shareholders firmly believe that emergency training and preparation could mean the difference between life and death. Overall, the sentiment that drove the decision was a general concern for the well-being of our staff as well as our clients and guests, especially those prone to heart conditions, who may experience a medical emergency at any time."

An AED is a small, portable device, designed for the layperson or first-responder that can be used to restart an individual's heart should a Sudden Cardiac Arrest occur. AED devices are becoming more popular and being found in airports, shopping malls, businesses, schools and on athletic playing fields nationwide.

"We are very pleased that another group has seen the potentially lifesaving benefits of the AED/CPR combination. Legend Financial Advisors should be commended on their forward-thinking approach to emergency preparation," states Jason Heffran, Managing Partner & CEO of NewHouse Medical.

### About NewHouse Medical

NewHouse Medical is committed to pushing forward the widespread acceptance of AED devices. As a brand-independent consultant, they are uniquely positioned to help their clients make the "right" choice, not just "a" choice. The company currently offers solutions from Heartsine, Defibtech, Zoll, and Philips.

In addition to providing the AED unit, NewHouse Medical provides medical direction and AED/CPR training to their clients. The company has worked with clients ranging from the Army Corps of Engineers to the University of Alabama... even the Dallas Cowboys and Miami Heat.

Please visit <http://www.newhousemedical.com> for more information on the company's products and services.

### About Legend Financial Advisors

Legend Financial Advisors, Inc. is a fee-only U.S. Securities Exchange Commission registered investment advisory firm with its headquarters located in Pittsburgh, Pennsylvania. Legend® provides



Wealth Advisory Services including Comprehensive Financial Planning and Investment Management to affluent and wealthy individuals as well as business entities and non-profit organizations. Please visit <http://www.legend-financial.com> for more information on their services.

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