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**CEDARS-SINAI CARDIOLOGIST ASHER KIMCHI, M.D. TO BE HONORED WITH
AMERICAN HEART ASSOCIATION'S *PASSION OF THE HEART* AWARD**

Los Angeles, CA; April 4, 2006 – Asher Kimchi, M.D., a pioneering cardiologist on the medical staff of Cedars-Sinai Medical Center for 23 years, will be presented the American Heart Association's prestigious *Passion of the Heart Award* at a gala ceremony at the Regent Beverly Wilshire on April 22.

Kimchi will be honored for his distinguished career in cardiology, and his lifetime dedication and leadership in cardiovascular education worldwide.

"Dr. Kimchi's magnificent contributions to cardiac care benefits people around the world. He is an extraordinary physician whose life's work embodies Cedars-Sinai's commitment to compassionate excellence," said John C. Law, chairman of the Cedars-Sinai Board of Directors.

Kimchi is editor of five cardiology books and is the founder and chairman of the International Academy of Cardiology. In addition to his busy cardiology practice, he has been actively involved in clinical research focused on treatment of coronary artery disease and congestive heart failure.

"The extraordinary honor bestowed upon Asher Kimchi by the American Heart Association is a well-deserved recognition of his leadership and dedication to quality patient care and research. Dr. Kimchi's discoveries have brought health to countless individuals in Los Angeles and beyond. We are deeply proud to have him as a member of the Cedars-Sinai medical staff," remarked Thomas M. Priselac, CEO and President of Cedars-Sinai.

After receiving his medical degree from the Hebrew University, Hadassah Medical School in Jerusalem, Kimchi came to Cedars-Sinai in 1981 for fellowships in cardiology and in critical care. He joined the Cedars-Sinai medical staff in 1983. He is also clinical professor of Medicine at the David Geffen School of Medicine at UCLA and a fellow of the American College of Cardiology, American Heart Association, and American College of Physicians.

Kimchi is the third Cedars-Sinai cardiologist to receive this honor from the American Heart Association in recent years: In 2003, the Heart Association honored Jeremy Swan, M.D. and William Ganz, M.D., the developers of the Swan-Ganz catheter, which revolutionized how blood flow is measured in the heart. The 2006 Heart Awards Dinner Chairs are Dr. John G. Harold, member of the Board of Directors of Cedars-Sinai Medical Center, and of the Los Angeles County Division of the American Heart Association; Dr. Prediman K. Shah, Director of the Division of Cardiology and the Atherosclerosis Research Center at Cedars-Sinai Medical Center, and President-elect of the American Heart Association, Western States Affiliate.

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