

	Visual	Audio
1.	CNBC Squawk Box footage Title of show (:04-:06)	Show's music
2.	CNBC Squawk Box footage	CNBC SQUAWK BOX VIDEO EXCERPT: (:15-:20) HOST: Up next, we go outside the box and inside Matria.
3.	CNBC Squawk Box footage	CNBC cont. (1:16-1:29) Host: Mark, running a major healthcare company can be a stressful job. Some CEOs might jog, sail or race cars to relieve some of the pressure. For Pete Petit of Atlanta-based Matria Healthcare, the sky is the limit, almost.
4.	CNBC Squawk Box footage	CNBC cont. (1:30-2:00) Pete Petit: Hi Mike, here we go. Host: Go for a ride with Pete Petit as your pilot and you're liable to see the world from all different angles. The 64-year-old Petit, chairman and CEO of Marietta, Ga.-based Matria Healthcare, started flying jets in the service in the 60s. He transitioned into the aerospace industry and was on the fast track to corporate success when his family was touched by a tragedy 33 years ago. He lost a baby son to crib death.
5.	CNBC Squawk Box footage	CNBC cont. (2:02-2:10) Pete Petit: And when I stepped into healthcare, I realized, my goodness, the technology is lacking. It's just hasn't even developed the way I thought it had.

	Visual	Audio
6.	CNBC Squawk Box footage	CNBC cont. (2:16-2:38) Host: In response to his personal loss, Petit took his aerospace engineering talents and turned them to inventing the first home monitoring system for SIDS, Sudden Infant Death Syndrome. That invention turned into a full-blown company, which through expansion and merger, became Matria Healthcare, a \$327 million in revenue in health services and management operation.
7.	CNBC Squawk Box footage	CNBC cont. (2:38-2:54) Pete Petit: We see the outcome. We see patients' health improve and costs come down. It's exciting, and we're passionate about it.
8.	CNBC Squawk Box footage	CNBC cont. (2:45-2:56) Host: Working out of a 70,000-square-foot disease management call center, 150 nurses, 1,400 clinicians make calls to and answer calls from people signed up for the system either through work and through their health insurance company.
9.	CNBC Squawk Box footage	CNBC cont. (3:05-3:17) Host: The idea – 15 percent of employees with chronic health problems cause 85 percent of healthcare costs to employers. And by picking up the slack from physicians, operations like this can save companies big money.

Visual

Audio

10.	TITLE Pete Petit <i>A legacy of innovation and caring...</i> 25th Anniversary Hardcover Book: An Entrepreneurial Adventure Photo of Pete from Georgia State Magazine	TRANSITION WITH MUSIC
11.	Photo of Pete in grammar school Photo of parents	NARRATOR (V/O): An Atlanta native, Parker Holmes Petit, better known as Pete, was born at Emory Hospital. He attended grammar schools in Atlanta and later, high school in Charleston, South Carolina.
12.	Photo of Pete taken while at Georgia Tech	Narrator: Pete returned to Atlanta to attend Georgia Tech. He graduated in 1962 with a degree in mechanical engineering.
13.	Photo of Pete in the Army	Narrator: He also earned a master's degree in engineering mechanics at Georgia Tech before he entered the Army in 1964.
14.	Photo of Pete winning an award at Lockheed	Narrator: In 1968, Pete joined Lockheed. Soon, he was managing 30 engineers and overseeing advanced development projects. His life and career were on the rise – that is, until tragedy struck at age 30, forever altering the course of his life.
15.	Photo of Pete holding Michael Brett Push in	NARRATOR (V/O): Pete and his wife lost their second son, Brett, to crib death.

	Visual	Audio
16.	Scan the following: 25th Anniversary Book – AJC article- page 17	Narrator: This tragic event launched the next chapter of Pete’s career.
17.	Healthdyne Tape footage 1:28 – 1:37 – starts with Pete talking, then shows device and pushes in Scan page 46-47 of Sky Magazine Illustration of Pete with Healthdyne logo 25th Anniversary Book Hardcover	Narrator: Without any background in healthcare, Pete’s inquisitive nature and penchant for invention led him to develop the first physiological monitor for infants at risk of sudden infant death syndrome. As a result, he left his career at Lockheed to begin what he calls an “Entrepreneurial Adventure.”
18.	Show the following in order: 25th Anniversary Book Hardcover photo: • Array of products – page 30 [this is the first half of the Healthdyne product montage]	Narrator: In 1970, Pete started Healthdyne. The company developed a series of breakthrough products -- all designed to use leading technology to enhance the quality of patient care.
19.	60 Minutes footage :26-:34 9:00 – 9:10	Narrator: After working with key researchers, the American Academy of Pediatrics endorsed the use of home monitoring of infants at risk for SIDS as an alternative to hospitalization.
20.	Good Morning America footage – title of show	GOOD MORNING AMERICA FOOTAGE (15:48- 15:50)

	Visual	Audio
21.	Good Morning America footage	Good Morning America cont. (16:24 – 16:35) Host: Every year, about 8,000 babies in our country die of crib death. We don't know exactly what causes the deaths, but some babies who are known to be at high risk can be saved with the help of a little monitor like this. Dr. Dorothy Kelly is a pediatrician. She is also co-director of the Pediatric Pulmonary Laboratory at Massachusetts General Hospital in Boston.
22.	Good Morning America footage	Good Morning cont. (18:29- 18:40) Good Morning Host: here's this monitor. this wonderful gadget. Would you tell us what it is and what it does? Dr. Dorothy Kelly: Yes, this is a monitor, which is used in the homes now, and it will detect both respiration and heart rate. ... (19:05 – 19:24) Now if his heart rate were to go below the preset limit at 60, then an alarm would sound to let us know that his heart rate is too low. If he were to stop breathing, for whatever we set it for, we can change our second delay here in the front, then that would also sound an alarm.
23.	60 Minutes Footage	60 MINUTES FOOTAGE: (:12-:13) Title of show
24.	60 Minutes Footage	60 Minutes cont. Mike Wallace: (:26 - :29) It is crib death. Sudden Infant Death Syndrome. ... (:32-:34) Now there is some hope.

	Visual	Audio
25.	60 Minutes Footage	60 Minutes cont. (9:00 – 9:20) Wallace: If the tests show a high risk, the parents are brought into the hospital and usually a home monitoring system is advised. Parents are taught how to hook up the monitor, attach the waistband and most important what to do if the alarm goes off, including CPR, which is mouth to mouth resuscitation.
26.	[note: this is the second half of the Healthdyne product montage] Healthdyne Annual Report 1983 photos: • Infant Intensive Care System – page 17 • Infusion pump in use – page 13 Healthdyne Interim Report 1983 photos: • Incubators – page 16	Narrator: With the development and acquisition of additional high technology healthcare products, Healthdyne grew into a multi-faceted healthcare organization, manufacturing products in Ireland, Japan and Brazil.
27.	Healthdyne Technologies Healthdyne Enterprises Healthdyne Maternity Management	Narrator: As a result of this rapid growth, the company split into three separate public companies in 1996.

	Visual	Audio
28.	Bloomberg footage :50 -	BLOOMBERG TAPE FOOTAGE: Alysia Marron: I'm Alisha Maron with the Bloomberg Forum. My guest today is Pete Petit, of Healthdyne, Inc., a home healthcare provider. Mr. Petit, two weeks ago, the company announced a complete spinoff of its 81 percent stake in the company's publicly traded subsidiary Healthdyne Technologies. Can you tell me what's the strategy behind that? Pete Petit: Well for many years, Healthdyne has been composed of several operating subsidiaries, Healthdyne Technologies, Healthdyne Maternity Management and our newest subsidiary Healthdyne Information Enterprises. Our goal is to increase shareholder values, see that all of three of our subsidiaries are stand-alone public companies, and this is Step One in that transaction – to get Healthdyne Technologies out to our shareholders. And the next piece of the transaction will be to split off Healthdyne Information Enterprises, so again we're all three publicly traded companies.
29.	Bloomberg footage	Narrator: Healthdyne Technologies later merged with Respiroics, a billion-dollar company. Healthdyne Information Enterprises merged to form Quovadx.

	Visual	Audio
30.	Healthdyne Maternity Management logo Matria Healthcare logo	Narrator: And Healthdyne Maternity Management merged with a competitor to become Matria Healthcare, a disease management and wellness organization.
31.	NASDAQ VIDEO FOOTAGE :14 - :24 – title and Nasdaq building 5:22 – Matria team and wives getting ready for countdown	Narrator: Matria was spun out to shareholders and became publicly traded in 1996. Recently, NASDAQ celebrated Matria's 10th anniversary on the exchange.
32.	NASDAQ video footage	NASDAQ cont. (5:38-5:44) Five! Four! Three! Two! One! (Bell rings.) (5:48 – 5:50) Screaming as Pete completes ritual.
33.	NASDAQ video footage	NASDAQ cont. (6:22-6:36) Announcer: At the Nasdaq, the CEO of Matria Healthcare, getting it going there, the company is celebrating their 10th anniversary at the Nasdaq and they just were added to the S&P 600, the small cap index.
34.	NASDAQ video footage	NASDAQ cont. Pete Petit: (4:20 – 4:52) Today, Matria is one of the leaders in disease management and wellness sector of healthcare, an area that is one of the fastest growing areas of healthcare, because we're making meaningful change in the way healthcare is delivered in this country.

	Visual	Audio
35.	NASDAQ video footage	NASDAQ cont. (7:22 – 7:33) Anchor: The charts for these companies have been very impressive over the last few years, and one such company is Matria Healthcare. Matria’s stock has gone up 400 percent in the last three years, almost couldn’t say it. Anchor: (8:15 – 8:20) Key to your business model is you help employers save money, correct? How do you do that?
36.	NASDAQ video footage	NASDAQ cont. Pete Petit: (8:20 – 8:36) That’s correct. Well, there’s so much waste in the U.S. healthcare system that when you begin to help people understand the issues that they have with chronic diseases, they begin to interface with the healthcare system in the right way instead of the wrong way, and their health status improves, and that’s the way costs come down.
37.	Pete Petit: A Personal Glimpse	Transition with music
38.	Scan following in this order: Family Christmas photo – push in Family skiing photo Georgia Tech Alumni Magazine Winter 1998 cover Georgia State Magazine Fall 2005 cover Photo of Pete standing next to his jet	Narrator: Pete is a family man with three grown children, five grandchildren and one more on the way. His passions are his family; his business; and his two Alma Maters, Georgia Tech... and Georgia State,

	Visual	Audio
39.	Need another photo here-use photo of Pete with Ben Vereen at the bottom of page 56 in the anniversary book Photo at Colony Square Hotel 25th Anniversary Book – photo with Dionne – page 57	Narrator: From the very beginning of his career, Pete recognized the importance of giving back to the community. To facilitate SIDS research, in 1985 Pete organized the SIDS Alliance – a consolidation of the major SIDS organizations, which he chaired for 10 years.
40.	Scan the following in this order: Page 22 of Georgia Tech Alumni Magazine Winter 1998, “Biotechnology Visionary.” Photos of building Atlanta Business Chronicle article “Science lab to rise at Georgia State” Photo of science lab – push in Photo of Leadership Center (2 different shots)	Narrator: Over the years, Pete’s philanthropic gestures have bestowed major gifts to Atlanta, including the Georgia Tech biotechnology initiatives; the Georgia State Science Teaching Laboratory; the Leadership Center at Walk Through the Bible Ministries; as well as his church.
41.	Georgia Tech Philanthropy Quarterly Zoom in on photo of Pete with Professor Nerem	Narrator: Pete strongly believes that real happiness comes from serving others. His donations to Georgia Tech endowed the Institute for Bioengineering and Bioscience and funded the Biotechnology Building.
42.	Page 8C of Cobb County Market Report ABC – Top CEOs Page 4 of Top CEOs	Narrator: In addition, he readily acknowledges the role that his Georgia State MBA degree in finance has played in his business successes.

	Visual	Audio
43.	Tech Topics cover Tech Topics – page 9 Zoom in on Pete’s story Photo of Pete and Janet with GA Tech yellowjacket	Narrator: In 1994, he was inducted into the Technology Hall of Fame of Georgia and the Georgia Tech Academy of Distinguished Alumni. He was also given the Georgia Tech Distinguished Service Award in 2005.
44.	Retirement Party Footage 4:47 Pete entering his “Supposed to be Retirement Party”	RETIREMENT PARTY FOOTAGE: Narrator: But more than awards, it is Pete’s understated style, genuine humility and ability to retain a sense of humor in most situations that earns him so much respect.
45.	Retirement party footage	Retirement party cont. (4:50-4:53) He’s a jolly good fellow. (5:14-5:34) Crowd: Speech! Speech! Pete Petit: What? What? Janet Petit: What? What? Pete Petit: A retirement party? Voice at microphone: Pete, we would all like to welcome you to your own supposed to be retirement party.
46.	Retirement party footage	Retirement party cont. (56:54 – 57:12) Pete Petit: Some statesman said something about the rumors of my death have been greatly exaggerated. That’s what I think about as I walked in. I said, “A retirement party?” Rumors of my retirement are greatly exaggerated.

Visual

Audio

47.	Jackie Ward Georgia State Hall of Fame Award Recipient and Former Matria Board Member	Retirement party cont. Jackie Ward: (9:25 – 9:38) There are reasons in our life that we respect people, and I remember a board meeting, oh, four or five years ago. And Pete and I were on opposite sides of the fence on this issue. ...(10:24 – 10:27) And we went into that board meeting the next day ... (10:37 – 10:44) And Pete, in a style that I had never seen a CEO do before, he said, Jackie does not agree with this issue. ... (10:54-10:57) and I would like for Jackie to present why she does not agree with me ...
48.	Scan Georgia State Magazine Fall 2005 article galley Push in	Retirement party cont. (11:07-11:21) Jackie Ward: Has there ever been anybody that could have gone in, swallowed their ego, put an issue up on the table when they didn't have to, and said, you know, this is my friend. I respect her...
49.	Retirement party footage	Retirement party cont. (11:22- 11:25) Jackie Ward: And Pete, I love you. (Blows him a kiss, clapping)

Visual

Audio

50.	Retirement party footage Bill Petit	Retirement party cont. (44:09 – 44:35) Bill Petit: This is supposed to be one of those character building exercises that you taught me when growing up, kind of like making me work for the janitor one summer. Pete Petit: Like getting you laid off and having Craig Reynolds tell you about it. Bill Petit: As I recall, though, I didn't get the two extra weeks of pay like everybody else did. Pete Petit: You were temporary. (laughter)
51.	Retirement party footage	Retirement party cont. (100:40 – 100:58) Pete Petit: I thank you for coming. I thank you for being a part of my life. It's been a wonderful period of time, twenty-six some odd years, and it's absolutely been my pleasure to be associated with such a wonderful group of people. ... (101:07 – 101:19) Like any family we've had our ups and downs and we have our conflicts. But somebody at the head of the family has to challenge people, and if anybody thinks my challenges to the management team have been bad, just talk to my children (laughter). ... (101:24 – 101:32) So thank you for joining us tonight. I love each and every one of you and now let's do whatever Janet says we're supposed to do.

	Visual	Audio
52.	Chronological montage of Pete photos pulled from preceding video Add pan/tilt of Matria building exterior	Narrator: In just over three decade's time, Pete Petit's remarkable journey has taken him from personal loss to an industry leader in healthcare and health enhancement.
53.	Retirement party footage 35:45-35:52 – Georgia Tech song	Narrator: The fruits of his quest are measured in the hundreds of thousands of lives who have benefited from Healthdyne's and Matria's clinical and technology expertise.
54.	Sky Magazine cover Georgia Tech Magazine article with headline "Biotechnology Visionary" Christmas family photo Scan Georgia State Magazine Fall 2005 article galley	Pete Pete: Visionary ... philanthropist ... family man ... and now one of the newest members of the Georgia State University Hall of Fame.
55.	Title with photo from GSU Magazine article and 25th Anniversary Hardcover Book Pete Petit <i>A legacy of innovation and caring...</i> FADE OUT	Music