

ST. JUDE MEDICAL

CARDIAC RHYTHM MANAGEMENT DIVISION



P R O M O T I O N A L

S P E C I A L T Y

M E N U



As innovators in cardiac rhythm management, St. Jude Medical Cardiac Rhythm Management Division (CRMD) is dedicated to advancing real clinical solutions for cardiac arrhythmias.

The Promotional Specialty Menu offers a thoughtful way to communicate this message with one or more of the enticing gifts presented on the following pages.

Inside you will find tasteful items ranging from promotional tools like the Donut/Bagel Box with business card holder, CRMD Balloons and Universal Pen Holders, to elegant gifts such as the Cross Townsend Titanium Pen, Marble Desk Set and Mackin Pen with precision caliper, to name a few. You will even find medical specialty gifts and accessories for your favorite golfer. Enjoy!



3



Appetizers



1 ROLODEX HOLDER

Custom, clear 3"x 5" rolodex card holder. The raised tab features Pacesetter on one side and Ventritex on the other. (#104) \$.65 each.

2 MOUSEPAD

This 1/4" thick mousepad features the brilliant colors of the corporate ad, while offering positive tracking for cursor movement. Resistant to fraying. (#102) \$5.25

3 COFFEE MUG

Coffee or cappuccino? Either one a delightful fill in our new matte off-white ceramic 12 oz. coffee mug displaying the colorful 40th anniversary logo. (#237) \$8.25

4 DONUT/BAGEL BOX

Greet your morning appointments with this donuts-to-go box.....a tasty idea. Holds a business card on top, and of course, donuts or bagels inside. (#191) \$.95

House Specials



5 FM AUTO SCAN RADIO

Beat-by-Beat™, you'll be captured by the sound produced by this tiny Autocapture™ Pacing Systems auto-tuning radio with earplugs. (#193) \$9.65

6 ADVA-LITE KEY RING

Order several of these compact 3/4" key ring lites with long lasting alkaline battery power for extra light exposure. Dark blue. (#161) \$1.05

7 JUMPER CABLE SET

Ventritex auto emergency kit houses a flashlight, two batteries, tire inflator/sealer, and 8' jumper cables (10 gauge, 200 amp). A truly tachy gift. (#157) \$25.95



Traveling Fare



8 FOLDING UMBRELLA

Compact folding umbrella in black nylon with St. Jude Medical CRMD laser engraved in the wooden handle. (#144) \$17.25

9 TRAVEL TOTE

This handy natural/navy canvas travel tote measures a hearty 15" x 20" in size. (#197) \$12.25

10 LUGGAGE TAG

A rigid vinyl, Kwik-Seal™ self-sealing, cold laminate luggage tag. It can be personalized on one side with a business card. (#148) \$5.53

11 PACESETTER CLOCK

The gift of time is the quintessential promotional item. This alarm clock features the Pacesetter logo in green with a sweep second hand. (#158) \$10.50

12 VENTRITEX CLOCK

Same as above with the Ventritex logo in red. (#159) \$10.50

13 INTERNATIONAL CLOCK

Unique black travel alarm clock includes international time zones and a photo frame for your favorite picture. (#147) \$5.89



Business to Go



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15

VERTICAL BRIEFCASE

This briefcase contains a large main compartment with front zippered pocket, and numerous compartments for cell phone, calculator, pens and more. With adjustable shoulder strap and front buckle closure. (#143) \$19.50

DELUXE ATTACHE CASE

Deluxe black canvas business case has three pockets in the main compartment, a zippered pocket on the front flap, and two pockets at the rear. (#190) \$25.60

BADGE STRAP

Royal blue badge strap, imprinted in white, will really catch people's attention. This cotton strap has a versatile o-ring attachment point. Includes snap-on bulldog clip. (#235) \$1.99

MOBILE ORGANIZER

The perfect way to transport your cellular phone and more. Comes in black heavy nylon and features ample pockets for credit cards, pen and notepad. (#145) \$6.75



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VALET KEY RING

This exquisite solid brass key ring provides a convenient way to leave only the necessary keys. (#146) \$7.75

LASER POINTER

Ultra-small black laser pointer with key chain points a bright red dot on any opaque surface up to 300'. (#136) \$49.25

CARD HOLDER

Hand crafted in black leather with pockets for ID and credit cards. Holds 50 business cards. (#192) \$14.50

POST-IT™ POCKET PACK

The Post-it pocket pack with the four-color ad on the cover includes a 3" x 3" x 50-sheet white pad of Post-its with the division name imprinted in blue. (#195) \$4.76

POST-IT™ REFILLS

Refills can be used for the Post-it Pocket Pack above, or can be used on their own. 3" x 3" x 50-sheet white pad. (#196) \$.61 each.

FLAG DISPENSER

Post-it™ Flags are ideal for use in flagging, tabbing, indexing, highlighting, and color coding. Flags pop up, easily dispensing one at a time. (#236) \$1.39

THERMAL AUTO MUG

The 16 oz. Thermal Traveler mug has a snap-fit lid for added spill protection and a tapered shape for easy placement in automobile beverage well. (#103) \$5.00



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Desk Delectables



25
TITANIUM PEN

A luxurious Cross Townsend ball-point pen with a titanium body trimmed with 24-karat gold. St. Jude Medical CRMD is engraved on the upper barrel. For added distinction, you may personalize the pen by having the recipient's name engraved on the lower barrel (additional charge). (#111) \$72.00

26
BLACK CALIPER PEN

This quality crafted Penstrument from Mackin combines a pen and a caliper which extends to 4 7/8". It features a black matte finish, and has the division name engraved in gold on the cap. Includes an adjustment wrench and two standard pen refills. (#106) \$28.85

27
CHROME CALIPER PEN

Same as above, except this Penstrument comes in chrome with a grip, gold appointments on the clip and barrel, and the division name in rhodium scroll on the cap. (#107) \$28.85

28
NICKEL CALIPER PEN

Same as above, except this Penstrument has a satin nickel finish with the division name subtly displayed in rhodium scroll on the cap. (#108) \$28.85

29
Rx PAD COVER

For every physician's desk, a black genuine leather prescription pad cover with St. Jude Medical CRMD embossed on the inside flap. (#189) \$22.60



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Medical Sides



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30
MARBLE PENCIL CADDIE

This genuine green jade marble pencil caddy is handsomely appointed with an antique brass plate displaying the division name. Includes eight gold pencils. (#133) \$22.65

31
MARBLE NOTE HOLDER

Made of genuine jade marble with the division name imprinted on the gold plate. Includes a handsome ball-point pen and a pad of Post-it™ notes. (#134) \$35.75

32
MARBLE COASTER

This weighted marble coaster is made of genuine jade marble with gold laser engraving. (#135) \$10.85

33
CLIPBOARD

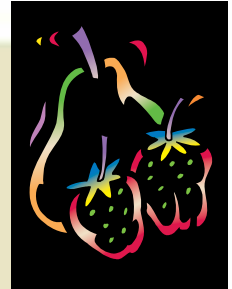
White clipboard imprinted with rate to interval conversion chart and ICD patient follow-up guide on back. (#238) \$6.80

34
KEY/RING SAVER PIN

Brass pin with the Pacesetter logo fastens onto scrubs or lab coats to keep keys and rings safe. (#166) \$2.50

35
THYROID SHIELD

A unique gift for your clinician customers. The Ultima full protection thyroid shield is blue and gray, with the division name embroidered in white. (#110) \$76.15



33



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TO PLACE AN ORDER



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36 PACESETTER PEN

Beautifully finished ball-point pen in green marble lacquer with a black contrast barrel. Features a 90 degree brass twist action mechanism, solid brass cap and barrel, standard refill made in the USA, black ink, and state-of-the-art laser engraved with the Pacesetter logo. (#113) \$5.65

37 VENTRITEX PEN

Same as above, with Burgundy marble lacquer finish and engraved with the Ventrifex logo. (#114) \$5.65

38 ST. JUDE MEDICAL PEN

Same as above, with blue marble lacquer finish and engraved with St. Jude Medical CRMD. (#233) \$5.65

39 SUSPEND-A-PEN

Any pen or pencil easily fits into the round opening of this handy universal pen holder. The safety cord will break away if pulled. (#117) \$.52



39

Pens du Jour

40 HIGHLIGHTER

This unique marker has a durable chisel tip for highlighting and underlining in a brilliant transparent yellow. Comes with a convenient pocket clip. (#119) \$.69

41 PEN/HIGHLIGHTER

Handy Pacesetter pen/highlighter features a black pen on one end and yellow highlighter on the other. (#204) \$1.00

42 EURO HIGHLIGHTERS

The sleek Euro desk set displays St. Jude Medical CRMD, and the Pacesetter and Ventrifex brand names. Each set includes a yellow, green and pink highlighter. (#118) \$4.50

43 TRI-AD PLUS PEN

Uniquely shaped, this three-sided retractable ball-point pen will not only get noticed, but will become a favorite to use. (#116) \$.51

44 BALL-POINT PEN

This Pacesetter retractable ball-point pen with black ink makes a great giveaway at seminars and conventions. (#203) \$.90



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45 ROLLERBALL PEN

An attractive pen with a gleaming nickel finish, laser engraving, and polished gold-plated appointments. Packaged in a black velour sleeve. (#115) \$3.75

46 STAEDLER TRIO PEN

The award-winning design and advanced engineering features of this writing instrument combine to create one of the most unique items available. The division name is finely engraved on the lustrous titanium barrel. Contains red and black ball-point pens, plus a 0.5 mm pencil. (#112) \$22.75



45

46

TO PLACE AN ORDER



Dressings



47

47
BASEBALL JACKET

This classic navy and stone baseball jacket is made of 100% combed cotton micro sueded twill and lightly lined with 80% polyester/20% cotton woven plaid. Features antique brass zip front closure, welt pockets, and accent striping on knit trim. (#153) \$58.85



48
MEN'S GOLF SHIRT

Classy Vantage Club Collection men's golf shirt is natural with navy accents, and has a dark green stripe down one side. The collar and cuffs are a tweeded knit. Accented with embroidered color golf design. (#202) \$40.70

49
LADIES' GOLF SHIRT

100% cotton ladies' sport shirt from the Ash City Collection®. With collar and cuffs trimmed in a tweeded navy and black striped knit, this white shirt will look fresh and crisp on the greens. (#234) \$28.50



48

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DELUXE TWILL CAP

Top it off with a natural colored twill cap with a navy bill. Golf design is embroidered in green and blue. (#201) \$6.45



50

51
BEEFY T-SHIRT

Royal blue and 100% cotton, this pocket T-shirt is guaranteed to keep you cool and comfortable. (#154) \$9.00



51

52
COTTON SPORT SHIRT

Brushed 100% combed cotton body with long sleeves, 100% cotton denim collar and placket, horn tone buttons, ribbed knit cuffs, and double needle bottom hem. (#152) \$34.25



52

53
VANTAGE SWEATSHIRT

This comfortable fleece color block crew neck sweatshirt has a natural/navy body with oatmeal and navy trim, and herringbone/picket fence striped rib knit crew neck, cuffs, and waistband. (#151) \$42.25



53

TO PLACE AN ORDER



800.GIFTS2U

À la Carte



56

SWISS ARMY KNIFE

The original Swiss Army Knife is always a favorite. Includes toothpick, tweezers, scissors, knife, nail file, and handy protective pouch. (#163) \$19.90



54

PACESETTER ALARM

The Mini Screamer, with a white imprint of the Pacesetter brand name, is a dual function personal alarm and key chain. Simply slide the tab and the 105 decibel alarm will sound. Can be operated with one hand. (#160P) \$3.85

56

VENTRITEX ALARM

Same as above, except with a white imprint of the Ventritex brand name. (#160V) \$3.85

57

MEDICAL BEAR

This cuddly 8" medical bear is dressed in scrubs. He will make a thoughtful gift for the healthcare professional and his or her family. (#174) \$8.00



57



58

BALLOONS

These 11" latex balloons are available in white and blue. Use them to create a festive atmosphere at seminars, meetings, and trade shows. Packs of 25. (#162) \$4.00

59

TRILOGY® DR+ CLIP

Flip Clips can hold things together. Trilogy DR+ is imprinted in purple on one side, and Pacesetter on the other. (#205) \$1.00 each

60

TRILOGY® SR+ CLIP

Trilogy SR+ clip is imprinted in blue on one side, and Pacesetter on the other. (#206) \$1.00 each

61

TRILOGY® DC+ CLIP

Trilogy DC+ clip is imprinted in yellow on one side, and Pacesetter on the other. (#207) \$1.00 each

TO PLACE AN ORDER



800.GIFTS2U



59

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61

Pacemaker Management Folder

1-800-800-8000 • 1-800-800-8000 • 1-800-800-8000

Pacesetter



62

GOLF UMBRELLA

At 60" diameter, this classic navy and white umbrella will cover your game completely. (#200) \$27.85

63

GOLF LUGGAGE TAG

Plastic luggage tag includes a slot for a business card, and a set of official golf rules. A fun gift for your favorite golfer. (#182) \$4.10

64

GOLF SHOE BAG

Transport your golf shoes in style with this natural canvas shoe bag with a navy handle. (#194) \$5.60

65

TEE KIT POUCH

Tee kit includes 20 tees, 4 ball markers, and 1 divot fixer. Zipper pack features an easy-to-use secure-hook for attachment to your golf bag. (#180) \$4.20



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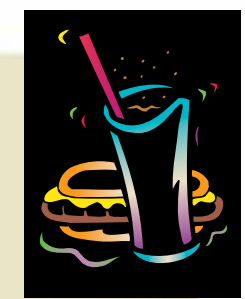


63

Tee Time

66 EXECUTIVE GOLF SET

A deluxe embroidered terry-velour golf towel and a sleeve of Titleist DT wound 90 golf balls, imprinted with the golf design, complete the set. Packaged in a gift box. (#188) \$24.25



67 BRASS DIVOT FIXER

For the considerate golfer. This brass divot fixer and ball marker say you think highly of your customer's game. (#184) \$6.89



67

68 GOLF BALLS

A boxed dozen of Titleist DT wound 90 golf balls imprinted with St. Jude Medical CRMD golf design. (#183) \$34.76



66

69 GOLF PUTTER CUP

Practice makes perfect. Putt into this unbreakable plastic putter cup any time you wish. (#181) \$1.40



70

70 TEE PACKET

For the avid golfer, each tee packet contains a 2 1/2" wooden tee, ball marker, and divot fixer. (#185) \$.93



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69

TO PLACE AN ORDER

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P R O M O T I O N A L
S P E C I A L T Y
M E N U

Order Form

Items can be ordered by faxing your order directly to the Cardiac Rhythm Management Division Program desk at Creative Promotional Services: (818) 718-1818. For rush requirements, call (800) GIFTS2U, or (818) 718-1817, Ext. 128. Visa, MasterCard and American Express are accepted by Creative Promotional Services. Personal checks drawn on U.S. banks are also accepted with a ten-day hold prior to shipment of your order. Please print all information on the order form.

Name

Company

Street Address

City State Zip Phone Number

Payment Method: Check Visa MasterCard American Express

For Credit Card Payments: *(All information must be completed)*

Cardholder Name

Card Number

Card Type

Expiration Date

Signature

Requested Delivery Date

Make Checks Payable to: Creative Promotional Services/St. Jude Medical CRMD
8944 Mason Avenue, Chatsworth, CA 91311

Please include the following amounts for ground shipping, handling and insurance for shipment within the Continental U.S. only. International and FedEx services will incur additional charges.

Order Amount	Shipping Charge
Up to \$100.00	\$7.50
\$101.00 to \$200.00	\$8.75
\$201.00 to \$300.00	\$11.50
\$301.00 to \$400.00	\$14.50
\$400.00 and above: Additional \$3.50 per \$100.00	

Page #	Item #	Qty.	Description <i>(Include color and size)</i>	Unit Price	Total

All items U.S. dollars.

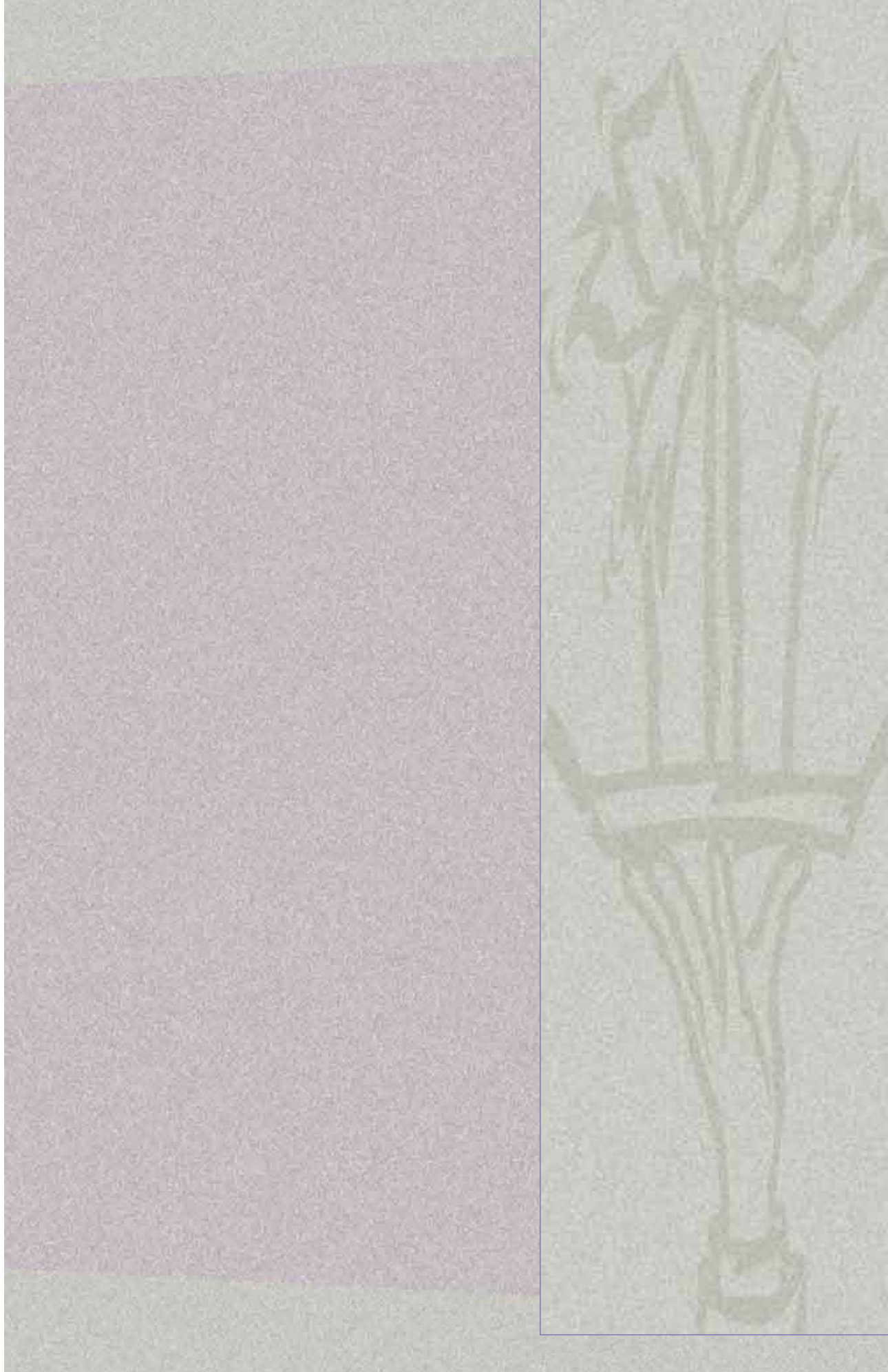
Merchandise Total _____

Sales Tax - California Destinations Only _____

Packaging and Handling _____

Total Charge _____

Fax your order form directly to (818) 718-1818.
For rush orders call (800) GIFTS2U or (818) 718-1817, ext. 128.



ST. JUDE MEDICAL

CARDIAC RHYTHM MANAGEMENT DIVISION

For order forms and additional brochures, please contact
Creative Promotional Services at 800-GIFTS2U
Phone: 818-718-1817, Ext. 128 Fax: 818-718-1818