

News Release

CONTACTS:

J.C. Weigelt
Investor Relations
Tel 651 756 4347
jweigelt@sjm.com

Denise Landry
Media Relations
Tel 972 309 8085
dlandry@sjm.com

St. Jude Medical Announces Australian Market Launch for First-of-Its-Kind Neurostimulation Lead Delivery System for Chronic Pain

First patients in Australia are implanted utilizing new Epiducer lead delivery system for neurostimulation therapy

ST. PAUL, Minn. – May 23, 2011 – St. Jude Medical, Inc. (NYSE:STJ), a global medical device company, today announced the Australian market launch of the Epiducer™ lead delivery system for [neurostimulation therapy](#) for the management of chronic pain. Showcased at the International Neuromodulation Society 10th World Congress in London, England, this unique system gives physicians the ability to place multiple neurostimulation leads through a single entry point, including proprietary S-Series™ steerable paddle leads, which are designed for minimally invasive placement.

This first-of-its-kind system is designed to lessen procedural complexities and improve efficiency in the placement of neurostimulation leads utilized in spinal cord stimulation (SCS) therapy for the [management of chronic pain](#). Prior to the Epiducer system, the placement of multiple percutaneous neurostimulation leads required several small incisions. In addition, a paddle lead implant required a laminotomy, a more invasive surgical procedure that typically requires removal of part of the vertebral bone. Physicians often utilize more than one lead or combine different types of leads such as percutaneous and surgical paddle leads to manage complex pain such as low back pain.

“As pain physicians, if we can perform a simpler, less invasive procedure while delivering the same degree of effective care, the patient benefits,” said Peter Courtney, MBBS, FIPP of the Melbourne Pain Group in Melbourne, Australia. “The Epiducer system has allowed me to use lead combinations for my patients and capture pain patterns that would have required a much more complicated procedure.”

The Epiducer system is the latest addition to the St. Jude Medical product portfolio which includes industry firsts such as the world’s smallest neurostimulator for chronic pain -- the [Eon Mini™](#) spinal cord stimulator.

“The Epiducer lead delivery system provides physicians more flexibility in the placement of neurostimulation leads for the management of chronic pain,” said Chris Chavez, president of the St. Jude Medical Neuromodulation Division. “Providing physicians with clinically relevant new products like the Epiducer system enables them to have more control and less procedural risks when providing patients with this life-changing therapy.”

Neurostimulation (also called spinal cord stimulation) is used for managing chronic pain of the trunk and limbs and pain from back surgeries that have failed. Mild electrical pulses are carried from the neurostimulator to a lead or leads that are placed in the epidural space near the spine to interrupt or mask the transmission of pain signals to the brain. Electrodes on the lead can be programmed to meet individual patient's needs. More information can be obtained about neurostimulation therapy at www.PowerOverYourPain.com.

Three decades of leading edge neurostimulation technology

For more than 30 years, the St. Jude Medical Neuromodulation Division has developed new technologies to treat chronic pain and other neurological disorders. Today more than 75,000 patients in 40 countries have been implanted with St. Jude Medical neurostimulation systems.

Focused on research, St. Jude Medical is developing new technologies to address a growing list of neurological disorders. Clinical studies are currently underway for Parkinson's disease, essential tremor, migraine headaches, major depressive disorder, and others.

Chronic pain is a largely under-treated and misunderstood condition that affects millions of patients worldwide. The World Health Organization, in conjunction with the International Association for the Study of Pain (IASP), reports that as many as one in five people suffers from moderate to severe chronic pain.

About St. Jude Medical

St. Jude Medical develops medical technology and services that focus on putting more control into the hands of those who treat cardiac, neurological and chronic pain patients worldwide. The company is dedicated to advancing the practice of medicine by reducing risk wherever possible and contributing to successful outcomes for every patient. St. Jude Medical is headquartered in St. Paul, Minn. and has four major focus areas that include: cardiac rhythm management, atrial fibrillation, cardiovascular and neuromodulation. For more information, please visit sjm.com.

Forward-Looking Statements

This news release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995 that involve risks and uncertainties. Such forward-looking statements include the expectations, plans and prospects for the Company, including potential clinical successes, anticipated regulatory approvals and future product launches, and projected revenues, margins, earnings and market shares. The statements made by the Company are based upon management's current expectations and are subject to certain risks and uncertainties that could cause actual results to differ materially from those described in the forward-looking statements. These risks and uncertainties include market conditions and other factors beyond the Company's control and the risk factors and other cautionary statements described in the Company's filings with the SEC, including those described in the Risk Factors and Cautionary Statements sections of the Company's Annual Report on Form 10-K for the fiscal year ended January 1, 2011 and Quarterly Report on Form 10-Q for the fiscal quarter ended April 2, 2011. The Company does not intend to update these statements and undertakes no duty to any person to provide any such update under any circumstance.