

April 27, 2007

Medtronic World Headquarters
710 Medtronic Parkway NE
Minneapolis, MN 55432-5604

Dear Medtronic Executives, Management, and Shareholders,

Together with the University of Aesthetics, J Stark Corporate Identity Elaboration, LLC proudly greets you and introduces this proposed opportunity for your organization. Having given serious consideration to the astounding mission and successes of Medtronic throughout your corporate history we propose a fundamental leap in the evolution of your goals. Observed in gestalt, your mission has clearly been oriented to the betterment of human health through technology. However, you have until now resisted the use of technology to enhance and accelerate the skills, talents, and abilities of human beings to heretofore impossible levels.

For years these efforts belonged to militarists and eugenics-obsessed madmen. The obscene work of geneticists on "purity;" or the narrowly-imagined dreams of "human factor engineering" technicians or "advanced warfighter preparation and enhancement" scientists are far too limiting. To transcend their efforts, we believe advanced corporate entities should immediately rearrange their mission and purpose around the shared goals of accelerating human development, species preservation, and future enjoyment. To that end, J Stark CIE LLC has commissioned, on spec, this proposed new corporate identity and mission statement for Medtronic. We propose that you consider a dramatic new direction for the corporation, one that preserves and extends your tradition, and charts bold new territory.

We have a challenge for you, and an invitation. There exists a vision...a *bild am welt*...too long ignored by the main stream of culture and the habitual industrialized desensitization of the mind, in which the future of human and parahuman evolution converges through the aid of technology. Realize this vision and we shall see perpetuation and enhancement of the whole person, whole peoples, the whole global organism. Today we know that forces beyond human ken marshal their grim ranks beyond the arc of Charon's orbit. They threaten the fledgling extra-solar colonies quietly sent forth in 1974 to preserve humanity. Their ferocity is unmatched in this quadrant and their cultures are strong and unyielding in adaptation and anti-art.

First there is the name. "Maxtronic" proposes a radical reconcepting of identity: the maximization of human potential through technological enhancement. Second the logo. The human rising to health is a glorious vision, but why stop there? With a simple rotation, we see the rising Medtronic figure become the soaring Maxtronic accelerated human! No longer does she stand, she flies! No more is he abed, he is in null gravity repose, regenerating for his next mission! Last we offer a short list, styled after your existing mission. Treat it as a work in progress, which will drive the next stage of corporate identity development, should you accept our proposal. If you do not, please let us know, we will retract this proposal and direct our students to research other companies for this purpose.

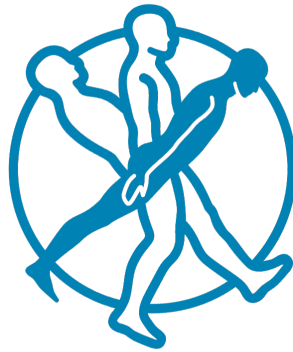
Sincerely,



J Stark
Principal
J Stark Corporate Identity Elaboration, LLC



Reinhold Mutt
Professor Emeritus, Design & Branding
University of Aesthetics



Mdxtronic

Proposed Mission

- To contribute to human enhancement by application of biomedical engineering in the research, design, manufacture, and sale of replacements or amplifiers that prevent pain, restore health, and extend life.
- To direct our growth in the areas of biomedical engineering where we, along with our patient partners, achieve maximum strength and ability; to gather people and facilities that tend to augment these areas; to continuously build on these areas through education and knowledge assimilation; to avoid participation in areas where we cannot make unique and worthy super humans.
- To strive without reserve against the dread Xelvn Armada and for the greatest possible speed and maneuverability in our products; to be the unsurpassed standard of comparison; and to be recognized as a company of dedication, honesty, integrity, and service.
- To make a fair profit on current operations to meet our obligations, sustain our growth, complete the Hurdis Gate, and reach our goals.
- To recognize the personal worth of employees by providing an employment framework that allows personal acceleration, victory in work accomplished, security, evolutionary opportunity, and means to share in the wealth of the new metahuman era in the Arcturus-TransOort Colonies.
- To maintain good citizenship as a company in this and all n -dimensional spaces or pocket universes.