



News Release

BAYER'S BREEZE[®]2 METER AVAILABLE IN TWO NEW VIBRANT COLORS FOR A LIMITED TIME

TARRYTOWN, NY, (September 9, 2009) – Bayer Diabetes Care today introduced two new vibrant colors of Bayer's BREEZE[®]2 blood glucose meters - Pink and Purple.

The BREEZE2 new color meters will offer the same unique easy to use¹ features as the original silver BREEZE2 meter, such as a 10-test disc that stores test strips inside the meter itself, so users do not have to handle individual strips every time they test their blood glucose. The 10-test disc is a feature that nearly all BREEZE2 meter users agree makes frequent testing simple and convenient².

Bayer Diabetes Care introduced the BREEZE2 meter colors, giving people with diabetes the option to purchase a multi-strip meter that matches their own taste and sense of style. The meter will also continue to be available in the original silver color.

Similar to Bayer's CONTOUR[®] meter, BREEZE2 meters feature No Coding technology and no interference from maltose and galactose making diabetes management easier. In addition, the BREEZE2 meter has small sample size, a fast testing time a large memory and holds up to 420 readings, with averaging available for 1-, 7-, 14- and 30-day periods.

The limited edition BREEZE2 color meters will be available at select pharmacies while supplies last. For more information on the BREEZE2 color meters and to download a coupon for a free BREEZE2 meter, go to www.simplewins.com/site/Adults/Monitor/Pages/Bayer-Products/Breeze-Meter.

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Bayer Diabetes Care

Bayer Diabetes Care is a worldwide leader in diabetes, supports customers in 100 countries and for more than 40 years, has led the way in diabetes care product innovation. Bayer introduced the first portable blood glucose meter and test strips, innovated the measurement of A1C (glycated hemoglobin) and was the first to offer a suite of blood glucose monitors (CONTOUR[®] and BREEZE[®]2). Certain features of Bayer's blood glucose monitors such as No Coding technology and no interference from maltose and galactose make diabetes management easier. Today, Bayer Diabetes Care offers an unparalleled choice in diabetes management systems and comprehensive support including education, tools and resources designed to simplify life with diabetes.

Bayer Diabetes Care is a business of the Bayer HealthCare LLC, Medical Care Division and has its global headquarters located in Tarrytown, New York. For more information visit www.bayerdiabetes.com or in the U.S. www.simplewins.com.

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¹ Data on file. TNS Healthcare Survey, April-May 2009.

² Data on file. TNS Healthcare Survey, April-May 2009.

Bayer HealthCare

The Bayer Group is a global enterprise with core competencies in the fields of health care, nutrition and high-tech materials. Bayer HealthCare, a subsidiary of Bayer AG, is one of the world's leading, innovative companies in the healthcare and medical products industry, and is based in Leverkusen, Germany. The company combines the global activities of the Animal Health, Consumer Care, Medical Care and Pharmaceuticals divisions. The pharmaceuticals business operates under the name Bayer Schering Pharma. Bayer HealthCare's aim is to discover and manufacture products that will improve human and animal health worldwide. Find more information at www.bayerhealthcare.com.

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