

News Release

INSPIRING NEW ONLINE DESTINATION FROM BAYER DIABETES CARE

TARRYTOWN, NY, (September 8, 2009) – Bayer Diabetes Care is continuing to simplify life for people with diabetes with the launch of simplewins.com, an online destination designed to inspire people with diabetes and help them meet the day-to-day challenges of living with and managing the disease. This contemporary resource will enable all people whose lives are affected by type 1 or type 2 diabetes, including adults and children, healthcare professionals and family members to find practical tools, up-to-date information and touching stories from real people sharing their personal diabetes experience.

Simplewins.com features informative videos and printable content about diabetes management options from Bayer's diverse partner organizations, such as the motivational Stephen Covey of the FranklinCovey organization and Fit4D with helpful coaching from diabetes experts.

To further customize the experience, the online resource will feature videos from real people with diabetes, with real stories and simple wins to inspire site visitors and allow them to learn about different approaches to managing the disease. People will also be able to personalize a page of their own by uploading their videos, photos, and sharing their Simple Wins or small every day victories.

"As a longstanding partner with Bayer Diabetes Care, I am happy to contribute to this exceptional information resource to help simplify life for all people living with diabetes," said Dr. Stephen R. Covey. "I hope that the things people learn from *The 7 Habits of Highly Effective People with Diabetes* will help them achieve Simple Wins."

People affected by diabetes will be able to use the site to customize their experience by securely signing in to simplewins.com and accessing Bayer's diabetes tools, such as the exercise and testing logs, to record and track their progress.

As Bayer marks the 40th anniversary of its invention of the first portable glucose meter, the launch of SimpleWins.com reinforces the fact that Bayer is not only an established leader in diabetes management technology, but continues to transform how people manage the disease. By creating an online destination that is designed to fit different types of patients and their individual needs, Bayer demonstrates its commitment to evolving the approach to diabetes management.

Simplewins.com will contain information about Bayer's innovative product lines, including CONTOUR[®] and BREEZE[®]2 blood glucose monitoring systems and the new A1CNow[®] SELFCHECK at home A1C system, and will help people with diabetes decide which meter is right for them. Bayer's products are designed to make diabetes management easier and to enable patients to achieve their Simple Wins every day. Certain features of Bayer's blood glucose monitors such as No Coding[™] technology and no interference from maltose and galactose make diabetes management easier, helping to simplify life for people with diabetes.

Bayer Diabetes Care

Bayer Diabetes Care 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.

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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