



BAYER'S CONTOUR® USB BLOOD GLUCOSE METER NOW AVAILABLE FOR ONLINE PURCHASE IN THE U.S.

Walgreens Online Pharmacy Selling Innovative BGM

TARRYTOWN, NY (November 17, 2009) – Bayer's CONTOUR® USB meter, the first blood glucose monitor that connects directly to a PC or MAC - providing users with instant access to information and trends about their blood sugar levels - is now available for purchase through Walgreens online pharmacy and will soon also be available online through CVS and Walmart.

Bayer's CONTOUR USB has innovative built-in USB technology that allows patients to simply plug in to gain knowledge about trends and patterns in their blood glucose levels. It also stores up to 2,000 test results, features a bright color display, includes intuitive pre/post-meal marking, comes with 500MB of extra memory for storage of personal diabetes information and a rechargeable battery. It is also integrated with GLUCOFACTS® Deluxe diabetes management software for easy retrieval of data and longer-term tracking and analysis of blood glucose test results.

The CONTOUR USB meter is based on Bayer's trusted CONTOUR system, providing the same easy accuracy, No Coding™ technology, no interference with maltose, galactose, and oxygen and automatic correction for hematocrit and common interfering substances (e.g., acetaminophen, ascorbic acid), as well as a 5-second test time and small (0.6 µL) sample size. The CONTOUR USB meter uses CONTOUR blood glucose test strips currently available for other CONTOUR meters.

The suggested retail price for Bayer's CONTOUR USB meter kit (including 25 CONTOUR Test Strips, 25 Colored MICROLET2 Lancets, GLUCOFACTS Deluxe Software & more) is \$74.99. For additional information, visit www.BayerContourUSB.com or www.simplewins.com.

About Diabetes

Diabetes is a disease in which the body does not produce or properly use insulin. Approximately 23.6 million children and adults in the United States have diabetes, which puts them at risk for developing serious health complications over time, such as heart disease, kidney disease, blindness and stroke.¹ Type 1 diabetes, also called juvenile diabetes, is usually diagnosed in children and young adults. In persons with type 1 diabetes, the body makes little or no insulin, which may result in many complications if glucose levels are not controlled.² Type 2 diabetes is usually diagnosed in adults, although increasingly, children are being diagnosed with this disease. Type 2 is associated with obesity, family history of diabetes, history of gestational diabetes, impaired glucose metabolism, physical inactivity and race/ethnicity.³

Bayer Diabetes Care

Bayer Diabetes Care, is a worldwide leader in diabetes, supporting 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) with A1CNow+™ and A1CNow™ SELF-CHECK and was the first to offer a suite of blood glucose monitors (CONTOUR™ and BREEZE™ 2) with No Coding™ technology. Additionally, Bayer's meters feature no interference from maltose and galactose making 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.

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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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¹ <http://www.diabetes.org/diabetes-statistics/prevalence.jsp> Last accessed May 11, 2009

² <http://www.cdc.gov/diabetes/pubs/pdf/search.pdf>. Last accessed May 4, 2009

³ <http://www.cdc.gov/diabetes/pubs/general.htm> Last accessed May 4, 2009