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**BAYER DIABETES CARE UNVEILS NEW, PERSONALIZED METERS  
AND LANCING DEVICE AT ADA ANNUAL MEETING**

**New CONTOUR® with Enhanced Testing Features, Color Options and  
MICROLETTM2 Previewed**

**San Francisco (June 6, 2008)** - Bayer Diabetes Care unveiled the new CONTOUR® blood glucose meter with enhanced testing features that can be personalized to best meet patients' individual treatment needs at the 68th Annual Scientific Sessions of the American Diabetes Association. In addition to the new meter, Bayer also introduced a redesigned MICROLETTM2 lancing system and new product packaging. Bayer's new products are designed to help patients simplify life with diabetes.

In addition to Bayer's unique No Coding™ technology, small sample size and fast testing time, the new updated CONTOUR is the only meter that offers patients the flexibility to choose, either, "Basic" or "Advanced" levels of testing, to keep the management of their diabetes as simple and specific as they would like. The new,

personalized features include programmable testing reminders and pre- and post-meal markers that provide information on how a meal can affect blood glucose, a feature particularly helpful for self-adjusting insulin users. The advanced settings also allow users to set their own high and low blood glucose targets to fit their management needs and provide personal 7, 14 and 30-day testing averages.

Bayer Diabetes Care also previewed a new lancing system - MICROLET2 - that will be packaged with the new CONTOUR meter and BREEZE@2 meter. It has been redesigned for simple testing with a large lancet release button that is easier to eject. MICROLET2 also features smooth silicone-coated lancets and reduced puncture force.

These products, presented in new, simplified packaging build upon Bayer's history of innovation in self blood glucose monitoring devices and provide physicians with new options to help patients of all ages and treatment needs personalize their diabetes management.

"The most basic component of diabetes management is blood sugar control. To simplify and facilitate self blood glucose monitoring for better control is a win for both patients and healthcare providers," said David Simmons, MD, Chief Medical Officer for Bayer Diabetes Care. "The features on the enhanced new CONTOUR meter, for example, are just one of the ways Bayer Diabetes Care is helping to reduce the complexity of diabetes management."

The new CONTOUR meter in three color options and the new MICROLET2 lancing device will be available late summer 2008. More information about the products is available by calling Bayer's toll-free customer service help line at (800) 348-8100 or visiting [www.bayerdiabetes.com/us](http://www.bayerdiabetes.com/us).

## **About Bayer HealthCare, Diabetes Care**

Bayer HealthCare Diabetes Care is a worldwide leader in diabetes, supporting customers in 100 countries. Since the introduction of CLINITEST® reagent tablets in 1941, Bayer has led the way in diabetes care product innovation. The company changed the face of diabetes care in 1969 when it introduced the first portable blood glucose meter and test strips. Bayer HealthCare further innovated diabetes management by being the first company to introduce a portfolio of blood glucose monitors with No Coding™ technology. The BREEZE®2 and CONTOUR® blood glucose monitoring systems offer people with diabetes an unparalleled choice in diabetes management systems. The Arthritis Foundation in the United States and the Arthritis Society of Canada each granted Ease-of-Use Commendation to the BREEZE®2 meter. The U.S. Arthritis Foundation also granted the Ease-of-Use Commendation to the 10-test disc used with BREEZE®2.

Bayer Diabetes Care is also the manufacturer of A1CNow+, a meter-based diabetes monitoring system for measurement of A1C (glycated hemoglobin) an important indicator of long-term blood sugar control. Bayer HealthCare Diabetes Care global headquarters is located in Tarrytown, New York, in the United States and operates as part of Bayer HealthCare LLC, a member of the worldwide Bayer HealthCare group. [www.bayerdiabetes.com/us](http://www.bayerdiabetes.com/us).

## **About 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, Diabetes Care and

Pharmaceuticals divisions. In the U.S., the pharmaceuticals business operates under the name Bayer HealthCare Pharmaceuticals, in all other countries it's 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](http://www.bayerhealthcare.com).

**Forward-looking statements**

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