



## NEWS RELEASE

### **BAYER INTRODUCES CONTOUR USB - THE FIRST BLOOD GLUCOSE METER WITH UNIQUE PLUG & PLAY DIABETES MANAGEMENT SOFTWARE**

**TARRYTOWN, NY (September 21, 2009)** – Bayer Diabetes Care today announced U.S. Food & Drug Administration clearance to market the CONTOUR<sup>®</sup> USB blood glucose meter. Bayer's CONTOUR USB is the first and only blood glucose monitor that plugs directly into a computer providing users with instant access to information that can help optimize diabetes management. The CONTOUR USB meter is integrated with Glucofacts<sup>™</sup> DELUXE software for easy retrieval of data as well as longer-term tracking and analysis of blood glucose test results.

Bayer's CONTOUR USB is a cutting edge, premium meter that connects directly to a PC or MAC and the meter can store up to 2,000 test results. The built-in USB technology allows patients to simply plug in to gain knowledge about trends and patterns in their blood glucose levels.

Ongoing data tracking and accurate information sharing are key to good diabetes management. The CONTOUR USB meter facilitates data organization and management - transforming results into meaningful insights that healthcare professionals and their patients can readily discuss.

"This is an ideal blood glucose monitor for patients who are highly engaged in managing their diabetes, particularly those on insulin who must test frequently," said David Simmons, MD, chief medical officer for Bayer Diabetes Care. "With the CONTOUR USB meter, patients are able to review their results with their healthcare professional during an office visit, over the phone, or via email giving them the opportunity to make treatment adjustments, such as taking action to reduce their A1C levels, if necessary."

Measurement of A1C provides an average assessment of blood sugar levels over the past three months – and is an indicator of how well diabetes is being controlled over the longer term. Studies have shown that routine tracking of blood glucose can help patients better manage their blood sugar and may result in a lower A1C level, which is important for consistent diabetes management. In fact, even a one-percent reduction in A1C reduces the risk of serious complications by 40 percent<sup>1</sup>.

Bayer's CONTOUR USB meter features:

- A bright color display screen visible in any light that shows average, high and low readings with
- Customizable features such as intuitive pre- and post-meal marking
- 500MB extra memory for storage of personal diabetes information
- Rechargeable battery that can charge from any USB port or via the CONTOUR USB wall charger provided
- Glucofacts<sup>™</sup> DELUXE diabetes management software (use of Bayer's diabetes management software has been shown to significantly lower A1C<sup>2</sup> and a sustained A1C reduction could lead to potential cost savings.)

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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 – all helping to simplify life with diabetes. The CONTOUR USB meter uses CONTOUR blood glucose test strips currently available for other CONTOUR meters.

Nick Jonas of The Jonas Brothers, who has diabetes and is a diabetes ambassador for Bayer, said, "I already use Bayer's CONTOUR meter to monitor my blood glucose and my doctor always talks about how important it is track my results. I am excited to try out the new CONTOUR USB meter, because I can plug it in to a computer from wherever I am to get the information I need to manage my diabetes."

Bayer's CONTOUR USB meter will soon be available for sale in the U.S. For more information, visit [www.BayerContourUSB.com](http://www.BayerContourUSB.com) or [www.simplewins.com](http://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 put them at risk for developing serious health complications over time, such as heart disease, kidney disease, blindness, and stroke.<sup>3</sup> 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.<sup>4</sup> 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.<sup>5</sup>

### **Bayer Diabetes Care**

Bayer Diabetes Care, 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® SELFCHECK 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](http://www.bayerdiabetes.com) or in the U.S. [www.simplewins.com](http://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](http://www.bayerhealthcare.com).

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**Media Contact(s):**

Staci Gouveia  
Bayer Diabetes Care  
(914) 366-1819 (o)  
(203) 809-9008 (c)  
[staci.gouveia.b@bayer.com](mailto:staci.gouveia.b@bayer.com)

Susan Yarin  
Bayer Diabetes Care  
(914) 366-1738 (o)  
(914) 479-7589 (c)  
[susan.yarin.b@bayer.com](mailto:susan.yarin.b@bayer.com)

**Collateral available:**

- Spokesperson: Davida Kruger, Certified Diabetes Nurse Practitioner; Dr. David Simmons, Bayer
- Photos: Bayer's CONTOUR USB blood glucose meter
- Backgrounders: Bayer Diabetes Care 40 year history, Bayer Innovations in Diabetes Management Timeline, FAQ

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<sup>1</sup> Centers for Disease Control and Prevention. National diabetes fact sheet: general information and national estimates on diabetes in the United States, 2003. [http://www.cdc.gov/diabetes/pubs/pdf/ndfs\\_2003.pdf](http://www.cdc.gov/diabetes/pubs/pdf/ndfs_2003.pdf). Last accessed May 11, 2009

<sup>2</sup> Janssen M, Portalalin M, Wallace J, et al.: Ascensia WinGLUCOFACTS™ Professional Software Improves Diabetes Health Outcomes. J Diabetes Sci Technol 2007: 1:47-53.

<sup>3</sup> <http://www.diabetes.org/diabetes-statistics/prevalence.jsp> Last accessed May 11, 2009

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

<sup>5</sup> <http://www.cdc.gov/diabetes/pubs/general.htm> Last accessed May 4, 2009