



## Bayer HealthCare Diabetes Care

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### LIMITED EDITION “DOG TAGS” FROM NICK JONAS AND BAYER DIABETES CARE, A NEW SYMBOL OF SUPPORT FOR PEOPLE WITH DIABETES

#### Proceeds of Dog Tags to Raise Money for Diabetes Care and Research

**Tarrytown, NY (November 11, 2008)** – Now everyone can show support and help make a difference for people with diabetes by buying and wearing a limited edition dog tag, modeled after the one worn by teen pop sensation Nick Jonas of the Jonas Brothers. Through his ongoing partnership with Bayer Diabetes Care, Nick has created a new symbol that he hopes will unite anyone whose life is touched by diabetes.

Together, Nick and Bayer are introducing the special dog tags that feature a lyric from “A Little Bit Longer,” the song Nick wrote about his diabetes. There are two versions of the dog tags available: one for people who would like to support the cause and another specifically for people with diabetes. The dog tag for people with diabetes has the lyric on the front, but also has the word “diabetes” on the back for those who want to show their personal fight against the disease. A portion of the proceeds from the sales of the dog tags benefit the Jonas Brothers’ Change for the Children Foundation while supplies last. The limited edition dog tags are available through [www.NicksSimpleWins.com](http://www.NicksSimpleWins.com) for a donation of \$5.

“The dog tag is a cool, fashion-forward symbol of inspiration, and you don’t have to have diabetes to wear one,” said Nick Jonas. “My brothers and I are grateful to Bayer for this additional opportunity to raise money for our foundation.”

“Nick is a fantastic partner to Bayer and a wonderful role model for people living with diabetes, and we’re happy to support his efforts to raise funds through the Jonas Brothers’ Change for the Children Foundation,” said Nancy Katz, head of North America for Bayer Diabetes Care.

The Foundation is a Jonas Brothers organization that provides support to charitable programs that motivate and inspire children to face adversity with confidence, determination and a will to succeed.

Earlier this year, Bayer and Nick Jonas announced their partnership to provide young people and their families with the motivation and support they need to help simplify life with diabetes. Together with Bayer, Nick, who was diagnosed with type 1 diabetes at age 13, wants to inspire other young people with diabetes to achieve Simple Wins: small, everyday victories for managing the disease that can lead to big differences over time. For Nick and his demanding schedule, that means using the CONTOUR<sup>®</sup> blood glucose meter with No Coding<sup>™</sup> technology and new testing features that allow him to personalize it to match his lifestyle.

#### News Release

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To learn more about Nick's personal experiences, read his blog about his latest activities and purchase a dog tag (**offer available to U.S. residents only; only adults may purchase**), visit [www.NicksSimpleWins.com](http://www.NicksSimpleWins.com).

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

Bayer HealthCare, Diabetes Care is a worldwide leader in diabetes, supporting customers in 100 countries. Since the introduction of CLINITEST<sup>®</sup> 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 suite of blood glucose monitors with No Coding<sup>™</sup> technology. The BREEZE<sup>®</sup>2 and CONTOUR<sup>®</sup> blood glucose monitoring systems offer people with diabetes an unparalleled choice in diabetes management systems. The Arthritis Foundation<sup>®</sup> in the United States and the Arthritis Society of Canada each granted Ease-of-Use Commendation to the BREEZE<sup>®</sup>2 meter. BREEZE<sup>®</sup> represents the first time a blood glucose meter has been recognized as easy to use for arthritis sufferers.

In July 2006, Bayer Diabetes Care acquired Metrika Inc., maker and manufacturer of A1CNow+<sup>®</sup>, 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)

### **Bayer HealthCare**

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. The pharmaceuticals business operates under the name Bayer Schering Pharma AG. Bayer HealthCare's aim is to discover and manufacture products that will improve human and animal health worldwide.

This news release contains forward-looking statements based on current assumptions and forecasts made by Bayer Group management. Various known and unknown risks, uncertainties and other factors could lead to material differences between the actual future results, financial situation, development or performance of the company and the estimates given here. These factors include those discussed in our public reports filed with the Frankfurt Stock Exchange and with the U.S. Securities and Exchange Commission (including our Form 20-F). The company assumes no liability whatsoever to update these forward-looking statements or to inform them to future events or developments.

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