



## Bayer HealthCare Diabetes Care

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### **BAYER DIABETES CARE PARTNERS WITH ACCLAIMED AUTHOR STEPHEN COVEY AND DIABETES COACHING ORGANIZATION FIT4D™ TO OFFER PERSONAL MOTIVATION PROGRAMS TO SIMPLIFY LIFE WITH DIABETES**

**Tarrytown, NY (August 7, 2008)** – Bayer Diabetes Care announced a new chapter in its partnership with Dr. Stephen R. Covey, author of the bestselling book *The 7 Habits of Highly Effective People*®, and a new partnership with Fit4D™, an organization that provides personalized diabetes coaching. Through these partnerships Bayer Diabetes Care will offer new educational resources and services that help simplify life with diabetes.

Bayer Diabetes Care, in partnership with Covey, is introducing *The 7 Habits of Highly Effective People*® with *Diabetes Workbook* and companion guide for healthcare professionals, a unique resource for healthcare professionals to help people with diabetes manage their disease. The workbook provides a step-by-step approach to applying Dr. Covey's "7 Habits" to meeting the everyday challenges of life with diabetes and will be offered through a forthcoming personal motivation program.

Building on the success of *The 7 Habits of Highly Effective People*® with *Diabetes* booklet released in 2007, this new educational tool provides healthcare professionals with a guide to assist patients through each of the habits to help them make necessary lifestyle changes. Newly diagnosed patients and those who have been living with diabetes for many years are taught how to incorporate the "7 Habits" into their individual diabetes management plans.

"Living with diabetes creates an opportunity to take a challenge and turn it into something positive," said Covey. "This resource will help healthcare professionals lead people with diabetes on a journey to becoming confident and empowered about diabetes management."

The guide will be previewed at the American Association of Diabetes Educators (AADE) annual meeting taking place August 6 – 9, 2008, in Washington, DC.

Bayer Diabetes Care is also announcing a new partnership with Fit4D™, an innovative service that provides personalized diabetes coaching with a team of Certified Diabetes Educators (CDEs) which includes nurses, exercise physiologists, registered dietitians and personal trainers, who integrate motivational support with fitness and nutrition planning. Fit4D™ programs focus on empowering people with diabetes to live healthy and fulfilling lives by providing one-on-one support. Through the partnership, Bayer will strengthen its educational

#### News Release

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offerings for people living with diabetes through various programs, including: educational webinars, interactive classes with Fit4D™ coaches, monthly tips and opportunities to win one-on-one personal coaching packages.

Additionally, Fit4D™ served as a consultant to Bayer Diabetes Care and Covey on the development of the healthcare professional guide and representatives will be on hand in the Bayer Diabetes Care booth.

"We received over 10,000 requests last year for *The 7 Habits of Highly Effective People® with Diabetes* booklet indicating the strong demand for us to create additional resources," said Sandra Peterson, President of Bayer Diabetes Care. "With Dr. Covey's help, we have designed this new guide to provide a valuable tool that addresses the challenges that healthcare professionals and people with diabetes face in managing the disease. We are always looking for innovative partners like Fit4D™ who share our commitment to simplifying life with diabetes and look forward to collaborating with them on upcoming efforts."

"We could not be more excited about our partnership with Bayer Diabetes Care," said David Weingard, CEO and Founder of Fit4D™. "Bayer is a company with a strong commitment to the diabetes community and Fit4D™ is honored to help them spread the message about the importance of diet and exercise in the successful management of diabetes."

*The 7 Habits of Highly Effective People® with Diabetes Workbook Guide for Healthcare Professionals*, as well as a patient version, includes an audio CD that provides an introduction to the "7 Habits" and a companion weekly planner. These materials will be used by healthcare professionals through a program that will soon be introduced by Bayer Diabetes Care.

#### **About Stephen R. Covey**

Recognized as one of *Time* magazine's 25 most influential Americans, Stephen R. Covey is the best-selling author of *The 7 Habits of Highly Effective People*, which has sold over 20 million books in 38 languages. His latest bestselling book is *The 8th Habit: From Effectiveness to Greatness*. Stephen Covey has dedicated his life to teaching how every person can truly create their future by living according to universal, timeless, self-evident principles. An internationally respected leadership authority, family expert, teacher, organizational consultant, author, and co-founder and vice chairman of FranklinCovey, Dr. Covey's advice has given insight to millions. For more information on the author and about *The 7 Habits of Highly Effective People® with Diabetes*, visit [www.stephencovey.com](http://www.stephencovey.com).

#### **About FranklinCovey**

FranklinCovey® (NYSE:FC) is a global leader in effectiveness training, productivity tools, and assessment services for organizations and individuals. FranklinCovey helps companies succeed by unleashing the power of their workforce to focus and execute on top business priorities. Clients include 90 percent of the Fortune 100, more than 75 percent of the Fortune 500, thousands of small and mid-sized businesses, as well as numerous government entities and educational institutions. Organizations and individuals access FranklinCovey products and services through corporate training, licensed client facilitators, one-on-one coaching, public workshops, catalogs, 87 retail stores and [www.franklincovey.com](http://www.franklincovey.com). FranklinCovey has nearly 1,500 associates providing professional services and products in 39 offices and in 95 countries.

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**About Fit4D™**

Fit4D™ is an innovative service providing personalized nutrition and fitness guidance to people with diabetes. A team of diabetes specialists, including nurses, registered dietitians, exercise physiologists and trainers, helps members start or improve an exercise and/or nutrition program. Fit4D™ coaches provide the support and motivation only available from a personal coach who empowers members to achieve the sense of well-being that comes from being in control. For more information about Fit4D, visit [www.fit4d.com](http://www.fit4d.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® 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™ 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. BREEZE® 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+, 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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