



Bayer HealthCare

Diabetes Care

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NICK JONAS AND BAYER DIABETES CARE LAUNCH CREATIVITY CONTEST TO ENCOURAGE KIDS WITH DIABETES TO EXPRESS THEIR SIMPLE WIN

Three Grand Prize Winners Will Meet Nick Jonas

Tarrytown, NY (April 8, 2009) – Bayer Diabetes Care and music sensation Nick Jonas of the Jonas Brothers invite kids and teens with diabetes to enter the Bayer “Express Your Simple Win Creativity Contest” online for a chance to meet Nick in person.

Since the announcement of their partnership last summer, Bayer Diabetes Care and Nick, who has type 1 diabetes and uses the Bayer CONTOUR[®] meter, have taken steps to inspire young people with diabetes to achieve Simple Wins: small, everyday victories for managing diabetes that can lead to big differences over time.

Nick’s Simple Wins are writing lyrics, performing and making music. One example of how he was able to creatively express this was through his song about living with diabetes, “A Little Bit Longer.” Now he wants to encourage other young people with diabetes to share their creativity and their own personal Simple Wins through the Bayer “Express Your Simple Win Creativity Contest.”

“With this contest, I hope people are inspired by others’ entries, as well as encouraged to submit and share their own, but most of all, I hope that everyone has fun with it,” said Nick Jonas. “Diabetes can be hard to live with, but when you manage it well, you can still do the things you love most in the world.”

To enter the Bayer “Express Your Simple Win Creativity Contest,” young people with diabetes between the ages of 6 and 18 are asked to record a 15-30 second video that demonstrates their Simple Win in an artistic way. The personal video submission can be a visual demonstration of original song lyrics, photography, painting/drawing, acting or another form of creativity. Once the video is complete, entrants can go to www.NicksSimpleWins.com and upload and complete the eligibility criteria to enter the contest

During the last week of each month from April through September, the top three videos will be posted on www.NicksSimpleWins.com and the public will vote on the best one, which will be announced at the end of the month. Each monthly winner will win a prize and be eligible for the Grand Prize drawing. In October, following the end of the contest, the top three favorite videos will be picked by a team of judges and those entrants will get to meet Nick in person.

Each of the Grand Prize winners and a guest of the Bayer “Express Your Simple Win Creativity Contest” will meet Nick Jonas in person at a future date and place.

News Release

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The contest is open to eligible U.S. residents between the ages of 6 and 18 who have been diagnosed with diabetes. Restrictions and limitations apply. See official contest rules for more information. Only online entries via www.NicksSimpleWins.com will be accepted. All monthly winners will be required to provide a letter from a physician confirming winner's diagnosis of diabetes. Grand prize winners will be notified on or about October 30, 2009.

For more information on the official rules and regulations, grand prize information, online voting of monthly winners and contest submission guidelines, go to www.NicksSimpleWins.com. This Web site also has more information about Nick's personal experiences with diabetes and Nick's blog posts of his latest activities.

Bayer Diabetes Care

Bayer Diabetes Care, a worldwide leader in diabetes, supports customers in 100 countries. Since 1941, Bayer has led the way in diabetes care product innovation with: reagent tablets, the first portable blood glucose meter and test strips, the measurement of A1C (glycated hemoglobin) with the A1CNow+ monitor, and the first suite of blood glucose monitors with No Coding™ technology (CONTOUR and BREEZE2) that today offer people with diabetes an unparalleled choice in diabetes management systems.

Bayer Diabetes Care also offers comprehensive support to people with diabetes including education, tools and resources designed to simplify life with diabetes.

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. For more information, visit www.bayerdiabetes.com.

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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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