



## Bayer HealthCare Diabetes Care

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### **NOW AVAILABLE: BAYER DIABETES CARE'S CONTOUR® METERS IN MIDNIGHT BLUE AND ORANGE BURST**

**TARRYTOWN, NY, (May 5, 2009)** – Bayer Diabetes Care announced the introduction of two bold new colors to their line of CONTOUR® Color blood glucose meters – Midnight Blue and Orange Burst – that will provide people with diabetes more color options so their meter fits their own style.

These vibrant, new colors have been added to the existing lineup of CONTOUR Colors, including Pacific Blue, Royal Purple, and Green Apple.

The new colors, Midnight Blue and Orange Burst, were chosen to give people with diabetes greater choice in selecting a meter that expresses their individual taste and best meets their individual testing needs. Bayer's CONTOUR meter features No Coding™ technology, small sample size, fast testing time and other advanced features that can be easily personalized to meet individual testing needs.

**News Release**

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Bayer's CONTOUR -- now in a choice of five vibrant colors -- offers patients the flexibility to choose either "Basic" or "Advanced" levels of testing, to keep the management of their diabetes as simple or specific as they would like. The "Basic" setting provides a reading of blood glucose levels within five seconds, while the "Advanced" setting does the same, but also offers features that can be easily personalized, such as a HI and LO test result summary that can be set for a personal target ranges; pre- and post-meal markers; selectable post-meal reminders; and 7-14 and 30-day averages.

**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](http://www.bayerdiabetes.com).

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**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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