



# Bayer HealthCare

## Diabetes Care

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### **BAYER DIABETES CARE NAMES “WALK IN NICK’S SHOES” (W.I.N.S.) SWEEPSTAKES GRAND PRIZE WINNERS**

#### **Four Lucky People with Diabetes Will Meet Nick Jonas in Los Angeles and Become Part of “Team Jonas” at Diabetes Fundraiser**

**Tarrytown, NY (October 30, 2008)** – To kick off Diabetes Awareness Month, Bayer Diabetes Care announced that four people with diabetes have won the opportunity to meet teen pop sensation Nick Jonas of the Jonas Brothers after entering the national “Walk In Nick’s Shoes” (W.I.N.S.) sweepstakes. These Grand Prize winners will meet Nick Jonas in Los Angeles and walk as “Team Jonas” at the Juvenile Diabetes Research Foundation (JDRF) *Walk for the Cure* in Los Angeles on November 1.

The W.I.N.S. sweepstakes is offered as part of the partnership between Bayer and Nick Jonas to provide young people and their families with the motivation and support they need to help simplify life with diabetes.

The Grand Prize winners include, Deborah Bullock, from Cumming, GA; Zachary Jensen, from Orange, CA; Vincent Pettinato, from Jamison, PA; Bryan Zielinski, from Muskego, WI.

Bayer is sending the four Grand Prize winners and their guests to Los Angeles, CA, where they will have breakfast with Nick and watch as he kicks off the opening ceremony at the JDRF *Walk for the Cure* event. The Grand Prize winners will also receive personal diabetes coaching support, through Bayer’s partnership with Fit4D, an innovative service that provides personalized diabetes coaching with a team that includes Certified Diabetes Educators (CDEs) nurses, exercise physiologists, registered dietitians and personal trainers, who integrate motivational support with fitness and nutrition planning. Additionally, ten First Prize winners will receive a pair of sneakers autographed by Nick Jonas and 100 second prize winners will receive a special Nick’s Simple Wins t-shirt.

“I’m looking forward to meeting the sweepstakes winners as they join other young people and their families to raise awareness and funds for juvenile diabetes,” said Nick Jonas. “By sharing our stories with each other, I hope that we can find more ways to inspire and motivate others to manage their diabetes.”

Nick understands that so many of the approximately 150,000 of young adults with type 1 and type 2 diabetes in the U.S. may feel embarrassed about their condition and he is striving to change that perception by sharing his own story. Nick, 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 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 experience with diabetes and to read his blog about his latest activities, young people and their families can log on to [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+, 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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