

**NICK JONAS AND BAYER DIABETES CARE
ANNOUNCE “GIVE BACK. SIMPLY WIN.”**

**NEW CONTEST REWARDS PEOPLE WITH DIABETES FOR THEIR
CHARITABLE EFFORTS**

**Grand Prize Winners to Meet Nick Jonas and Receive a \$5,000 Donation to Charity
Selected by Them**

Tarrytown, NY (May 4, 2010) – A new contest, “Give Back. Simply Win.” sponsored by Bayer Diabetes Care will shine a spotlight on people with diabetes who are making a difference in their local communities. Three grand prize winners will meet international singing sensation Nick Jonas and Bayer will donate \$5,000 to three not-for-profit charitable causes, one selected by each winner.

Bayer’s “Give Back. Simply Win.” Contest was designed to reward people with diabetes for their charitable efforts. Entering contest is simple; it is open to people with diabetes in three age categories: 6 to 12, 13 to 17 and 18+ years. Contestants can visit www.NicksSimpleWins.com and answer three questions about their charitable efforts. Nick and a team of judges will select one grand prize winner from each of the three age categories. The contest begins today and entries will be accepted until August 5, 2010.

Nick Jonas, now 17, was diagnosed with type 1 diabetes when he was 13. Since he publicly announced his diagnosis, he has become widely recognized not only for his musical talents, but also for his efforts to inspire people with diabetes and give back to fans that inspire him. Nick knows how important good diabetes management is and one of the ways he spreads that message is through his partnership with Bayer Diabetes Care.

“One of the things we’ve been so impressed with is how much people with diabetes are doing for their communities,” said Nick. “Bayer and I hope that through this contest we can call attention to them and thank people with diabetes who support and inspire others, whether it be through volunteering or fundraising.”

Since Bayer Diabetes Care and Nick joined forces in 2008 they have worked together to encourage people with diabetes to achieve Simple Wins, or small, everyday victories. One of Nick’s Simple Wins is being able to give back to people with diabetes, which he does through The Jonas Brothers Change for the Children Foundation. Nick uses Bayer’s new CONTOUR[®] USB meter and is a paid spokesperson for Bayer Diabetes Care. Nick shares his personal experiences with diabetes on www.NicksSimpleWins.com where he writes blog posts of his latest activities.

Bayer’s “Give Back. Simply Win.” Contest Rules

The contest is open to eligible U.S. residents ages 6 and up who have been diagnosed with diabetes. Restrictions and limitations apply. Only online entries via www.NicksSimpleWins.com will be accepted. All finalists 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 September 1, 2010.

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For more information on the official rules and regulations, grand prize information and contest submission guidelines, visit www.NicksSimpleWins.com.

Bayer Diabetes Care

Bayer Diabetes Care is a worldwide leader in diabetes care, supporting customers in 100 countries and, for more than 40 years, has led the way in diabetes care product innovation. Today, Bayer Diabetes Care offers an unparalleled choice in diabetes management systems and comprehensive support including education, tools and resources designed to simplify life with diabetes. Bayer Diabetes Care is a business of the Bayer HealthCare LLC, Medical Care Division and has its global headquarters located in Tarrytown, New York. www.simplewins.com.

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.

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