



# Bayer HealthCare Diabetes Care

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## **BAYER DIABETES CARE ANNOUNCES “WALK IN NICK’S SHOES” (W.I.N.S.) SWEEPSTAKES TO LAUNCH NEW CONTOUR® METER**

### **Win Chance to Meet Nick Jonas in Los Angeles and be Part of “Team Jonas” at Diabetes Fundraiser**

**Tarrytown, NY (August 25, 2008)** – Bayer Diabetes Care and teen pop sensation Nick Jonas of the Jonas Brothers invite people with diabetes to enter the “Walk In Nick’s Shoes” (W.I.N.S.) sweepstakes and four Grand Prize winners will meet Nick Jonas in Los Angeles and have the opportunity to be part of “Team Jonas” at the Juvenile Diabetes Research Foundation *Walk for the Cure* in Los Angeles on November 1. The W.I.N.S. sweepstakes kicks off the launch of Bayer’s new CONTOUR® blood glucose meter. Earlier this month, Bayer and Nick Jonas announced their partnership to provide young people and their families with the motivation and support they need to help simplify life with diabetes. The sweepstakes runs from August 25-October 1, 2008.

“It’s going to be really exciting to meet the winners who will walk with other young people and their families to raise awareness and funds for juvenile diabetes,” said Nick Jonas. “I’m lucky to have great support from my family, friends and fans. By working with Bayer to help people see life in my shoes, I hope that we can motivate others to better 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® blood glucose meter with new testing features that allow him to personalize it to match his lifestyle.

“Every one of us who travel with Nick carry a CONTOUR® meter to make sure we’re there to support him whenever he needs it,” said Denise Jonas, Nick’s mom. “The meters are easy for everyone to use, we can personalize their features and they come in some great colors. Nick’s personal favorite is Pacific Blue.”

Each of the Grand Prize winners of the “Walk In Nick’s Shoes” (W.I.N.S.) sweepstakes will receive a four-day/three-night trip to Los Angeles, CA for the winner and one guest. The trip consists of round trip air transportation to Los Angeles, standard hotel accommodations for three nights, ground transportation and a daily allowance. Grand Prize winners will also receive a Fit4D diabetes coaching program that includes a coach who will accompany the winner during the walk, a one-to-one diabetes coaching package for four months and eight months of fitness coaching. Additionally, ten First Prize winners will receive a pair of sneakers autographed by Nick Jonas and 100 second prize winners will receive a t-shirt. To enter the W.I.N.S. sweepstakes, log on to [www.NicksSimpleWins.com](http://www.NicksSimpleWins.com).

#### **News Release**

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The new CONTOUR<sup>®</sup> meter is now available in four vibrant colors: Pacific Blue, Royal Purple, Green Apple and Graphite Gray. The new CONTOUR<sup>®</sup> is the only meter that offers patients the flexibility to choose, either, "Basic" or "Advanced" levels of testing, to keep the management of their diabetes as simple and specific as they would like. The new, personalized features include programmable testing reminders and pre- and post-meal markers that provide information on how a meal can affect blood glucose, a feature particularly helpful for self-adjusting insulin users.

The sweepstakes is open to legal residents of the U.S. age 13 or older who have been diagnosed with diabetes. Permission of parent (or legal guardian) will be required for entrants under the age of 18. A random drawing will be conducted on or about October 3, 2008 from among all eligible entries. Grand Prize winners will be required to provide a letter from a physician confirming winner's diagnosis of diabetes and stating that she or he is physically able to participate in the Los Angeles JDRF Walk for the Cure. For the official rules of the W.I.N.S. Sweepstakes, to learn more about Nick's personal experiences and to read his blog about his latest activities, young people with diabetes 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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