

News Release

NICK JONAS SPEAKS AT NATIONAL PRESS CLUB IN EFFORT TO EDUCATE, SUPPORT, AND INSPIRE KIDS WITH DIABETES

Washington, DC (August 24, 2009) – Nick Jonas today made a passionate plea to an audience of journalists at the National Press Club asking them to raise more awareness about type 1 diabetes to motivate young people like him and their families, to properly manage their condition. Nick, 16, is one of the youngest guests ever invited to speak at the Club. He talked about his own journey with diabetes, the charitable efforts of the Jonas Brothers' Change for the Children Foundation and why he embraces the role of diabetes ambassador.

Nick recounted that until he was diagnosed with type 1 diabetes almost four years ago, he didn't know anything about, or anybody else with, the condition. That has all since changed. With the love and support of his family, he has learned how to live with and manage his condition. He wrote the song, "A Little Bit Longer," to share that experience and inspire others. In 2007 Nick went public with his diabetes. The impact of that announcement and his subsequent work with the Bayer Diabetes Care nickssimplewins.com campaign has had far reaching global impact helping to raise awareness of the disease. Much more needs to be done, he said, and he asked reporters to help.

"So many fans with diabetes from all over the world share their stories and thank me for being an inspiration to them," said Nick. "It's important for them to know that they motivate and inspire me as well. I'm lucky to have a great support system in my family as well as the tools I need to manage my diabetes properly. By speaking publicly about my experience I hope to increase diabetes awareness, encourage diabetes education, and to help fundraising for research and other programs for kids with diabetes. The more you report about diabetes, the more people will know," he told members of the press.

Nick's passion for helping other young people with diabetes by sharing his experience is just one of the ways he "gives back" to fans. He and his brothers, Kevin and Joe, started the Jonas Brothers' Change for the Children Foundation through which they donate funds to several causes including pediatric diabetes research, education and treatment.

"When Nick talks about diabetes, people listen. And until there is a cure, the greatest weapon against diabetes is increased awareness and knowing how to manage it," said Nancy Katz, head of North America for Bayer Diabetes Care. "That includes working with a health care professional for guidance on regular monitoring of blood sugar and A1C levels, proper diet and exercise and having a positive attitude to achieve every day simple wins."

Since the announcement of their partnership last year, Bayer and Nick have taken many steps to inspire young people with diabetes to achieve their simple wins: small, everyday victories for managing diabetes that can lead to big differences over time.

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In recognition for his efforts in raising diabetes awareness over the past year, Bayer presented Nick with another \$100,000 donation to the Jonas Brothers' Change for the Children Foundation to support its ongoing commitment to pediatric diabetes.

In August 2008, announcing the start of their partnership with Nick, Bayer presented the Jonas Brothers with a \$100,000 donation for their foundation. In the interim, Nick and Bayer created special dog tags, like the one Nick wears featuring a lyric from his song, "A Little Bit Longer." Proceeds from the sales of the dog tags benefit the Jonas Brothers' Change for the Children Foundation. The dog tags are available through www.NicksSimpleWins.com for a donation of \$5. Since the dog tag program launched in November 2008, it has raised an additional \$75,000 for the Jonas Brothers' Change for the Children Foundation.

As this year marks the 40-year anniversary since Bayer introduced the first portable blood glucose meter, the company hopes that its ongoing partnership with Nick reinforces their commitment to diabetes management. To learn more about Nick's personal experiences with diabetes, his programs with Bayer and to read his blog, please go to www.NicksSimpleWins.com.

Bayer Diabetes Care

Bayer Diabetes Care a worldwide leader in diabetes, supports customers in 100 countries and for more than 40 years, has led the way in diabetes care product innovation. Bayer introduced the first portable blood glucose meter and test strips, innovated the measurement of A1C (glycated hemoglobin) and was the first to offer a suite of blood glucose monitors (CONTOUR[®] and BREEZE[®]2) with No Coding[™] technology and no interference with common substances such as maltose. 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. For more information visit www.bayerdiabetes.com.

About Bayer HealthCare

The Bayer Group is a global enterprise with core competencies in the fields of healthcare, 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, Bayer Schering Pharma, Consumer Care and Medical Care divisions. 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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