



Bayer HealthCare
Diabetes Care

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**BAYER “EXPRESS YOUR SIMPLE WIN CREATIVITY CONTEST”
GRAND PRIZE WINNERS ANNOUNCED**

NICK JONAS OF THE JONAS BROTHERS MEETS WINNERS

Tarrytown, NY (December 4, 2009) – Bayer Diabetes Care today announced the three grand prize winners of Bayer’s “Express Your Simple Win Creativity Contest.” Nick Jonas, of the Jonas Brothers, selected the winning video entries submitted by children with diabetes from across the country. The grand prize is an in-person meeting today with Nick.

The winners, who have type 1 diabetes like Nick, are: Caleb, age 6, from Danbury, CT, who dreams of becoming a major league pitcher one day. Caleb’s Simple Win is being able to play baseball. Bradley, age 11, from Moaca, PA, whose Simple Win is music, loves to sing and has even written some of his own songs. Lauren, age 16, from Gurnee, IL, who volunteers with local organizations and her Simple Win is giving back to her community.

To enter the contest, young people with diabetes were asked to create a 15-30 second video creatively showing how they express their Simple Win, whether through an original lyric, drawing, photo, or other idea.

Bayer Diabetes Care and Nick Jonas established the “Express Your Simple Win Creativity Contest” as part of their ongoing partnership to educate and motivate other people living with diabetes. Nick, who uses Bayer’s CONTOUR[®] meter, has inspired young people with diabetes by sharing his Simple Wins: writing lyrics, performing and making music. He was able to creatively express himself through his song about living with diabetes, “A Little Bit Longer.”

“I’m inspired by fans who share their stories about living with diabetes, so for me this has been a great experience,” said Nick. “I want kids to know that diabetes doesn’t have to hold you back. Caleb, Bradley, Lauren, and all the other participants who submitted videos, are great examples of kids achieving their Simple Wins. My hope is that by sharing our stories, we can motivate others to achieve and celebrate their own Simple Wins.”

Through their partnership, Nick and Bayer have taken steps to inspire young people with diabetes to achieve Simple Wins: small, everyday victories for managing diabetes that can lead to big differences over time.

Winner Lauren said, “I love helping others who need help because I know what it’s like to feel overwhelmed by living with diabetes. Having a support system makes the struggle easier, so I hope I can be someone else’s support system and help them get through a rough time. I know I will never be able to touch the number of lives that Nick can, but that is why I reach out as much as I can to those in need.”

Over the past several months, more than 160 kids with diabetes uploaded their videos on www.NicksSimpleWins.com and during the last week of each month visitors to the site had the

opportunity to view and vote for their favorite three videos. Each monthly winner received a prize and was eligible for the Grand Prize drawing.

To see the winning contest entries, learn more about the ongoing partnership between Bayer and Nick Jonas or read about Nick's personal experience with diabetes, visit www.NicksSimpleWins.com.

Bayer Diabetes Care

Bayer Diabetes Care, is a worldwide leader in diabetes, supporting 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) with A1CNow+[®] and A1CNow[®] SELF CHECK and was the first to offer a suite of blood glucose monitors (CONTOUR[®] and BREEZE[®]2) with No Coding[™] technology. Additionally, Bayer's meters feature no interference from maltose and galactose making diabetes management easier. 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 or in the U.S. 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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