



News Release

BAYER UNVEILS DIDGET™, THE FIRST AND ONLY BLOOD GLUCOSE METER THAT CONNECTS WITH NINTENDO DS™ or DS™ Lite

New DIDGET Meter Transforms Kids Diabetes Experience by Tapping into Their Passion for Video Games to Build Consistent Blood Glucose Testing Habits

Newbury, United Kingdom, July 13, 2009 – Bayer Diabetes Care in the UK and Ireland today unveils "DIDGET™, the first and only blood glucose meter for kids with diabetes that connects directly to Nintendo DS™ and DS™ Lite gaming systems. The DIDGET meter is designed to help kids manage this lifelong condition by rewarding them for building consistent blood glucose testing habits and meeting personalised glucose target ranges.

"One of the biggest challenges facing parents of children with diabetes is the constant struggle to instil the habit of regular blood glucose testing that is critical for consistent diabetes management," says John Gregory, Professor in Paediatric Endocrinology, Wales School of Medicine, Cardiff University. "Bayer's DIDGET meter can help ease the parent/child tension that testing often creates by adding an element of fun and rewards to the routine. Because it is designed with children in mind, Bayer's DIDGET meter can transform a child's blood glucose testing experience from something they have to do into something they want to do."

Building on 40 years of experience, the company is now transforming how kids engage in their diabetes management by tapping into their existing passion for handheld gaming. Bayer's DIDGET meter positively reinforces consistent testing habits by awarding points that kids can use to unlock new game levels and customise their gaming experience.

"The DIDGET meter is a revolutionary development in healthcare management. Up until now, blood glucose monitors have been created with adults in mind," says Sandra Peterson, Head of Bayer Medical Care. "This product was inspired by a parent of a child with diabetes, to directly address the challenges facing kids with diabetes and their parents. Bayer's DIDGET meter offers play with purpose to encourage kids to regularly monitor their blood glucose and begin to view regular testing as fun."

The DIDGET meter, intended for use by kids aged 5-14, will also connect to Bayer's DIDGET™ World (www.bayerdidget.co.uk), a new password-protected web community where kids can spend points that they earn from consistent monitoring practices and create their own page. Bayer's DIDGET World is currently in development and will be available soon.

Bayer's DIDGET meter grows with a child's ability to manage his/her diabetes, offering two testing levels, Basic and Advanced. Self monitoring blood glucose is an essential tool in the optimal management of childhood and adolescent diabetes. Self monitoring blood glucose should be prescribed at a frequency to optimise each child's diabetes control because frequency of self monitoring blood glucose correlates with glycaemic control.¹ Bayer's DIDGET meter is based on Bayer's trusted CONTOUR® system and uses the same technology and test strips, providing the same easy accuracy, No Coding™ technology, automatic correction for haematocrit and common interfering substances including maltose, 5 second test time, a small (0.6 µL) sample size and automatic detection of control solution.

Bayer's DIDGET meter comes with Knock 'Em Downs™: World's Fair which includes a full length adventure game and mini game arcade. Bayer's DIDGET will be available soon. Visit www.bayerdidget.co.uk to find out more and register to be notified when Bayer's DIDGET meter is available. Nintendo DS and DS Lite gaming systems are sold separately.

Bayer Diabetes Care UK is working in partnership with the Juvenile Diabetes Foundation (JDRF) in the UK and will donate £5 from the sale of every meter, to the Foundation.

Diabetes in the UK

An estimated 25,000 children under the age of 18 in the UK have diabetes². Type 1 diabetes, also called juvenile diabetes, is usually diagnosed in children and young adults. In persons with type 1 diabetes, the body makes little or no insulin, and therefore people with type 1 diabetes need to take insulin for the rest of their lives³. Type 2 diabetes is usually diagnosed in adults, although increasingly, children are being diagnosed with this condition. Type 2 is associated with obesity, family history of diabetes, history of gestational diabetes, impaired glucose metabolism, physical inactivity, and race/ethnicity. In people with type 2 diabetes, the body doesn't make enough insulin, or the body is unable to utilise the insulin effectively. There are many therapies available, including insulin, for people with type 2 diabetes⁴. All people with type 1 and type 2 diabetes must carefully balance food, medications, and activity level to keep blood glucose levels as close to normal as possible in order to avoid long term complications of diabetes⁵.

About Bayer HealthCare Diabetes Care

Bayer HealthCare, Diabetes Care supports customers in 100 countries and stands in a long tradition of leading the way in diabetes care product innovation since the introduction of CLINITEST reagent tablets in 1941. The face of diabetes care was changed in 1969 when the first portable blood glucose meter and test strips were introduced. Bayer HealthCare further innovated diabetes management by being the first company to introduce a suite of blood glucose monitors with No Coding™ technology. The BREEZE® 2 and CONTOUR® blood glucose monitoring systems offer people with diabetes an unparalleled choice in

¹ Rewers M, Pihoker C, Donaghue K et al. Assessment and monitoring of glycemic control in children and adolescents with diabetes. *Pediatric Diabetes* 2007; 8: 408–418

² JDRF UK: <http://www.jdrf.org.uk/page.asp?section=000100010004>

³ NHS: <http://www.nhs.uk/conditions/diabetes/Pages/Introduction.aspx>

⁴ NHS: <http://www.nhs.uk/conditions/Diabetes-type2/Pages/Introduction.aspx?url=Pages/what-is-it.aspx>

⁵ NHS: <http://www.nhs.uk/Conditions/Diabetes-type2/Pages/Selfhelp.aspx>

diabetes management systems. 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. The Headquarters for the region Europe-MERA is located in Basel as part of Bayer Consumer Care AG, in Basel.

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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Forward-Looking Statements

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Collateral available :

- Case study (mother and son with diabetes, aged 11years)
- Spokespeople: Bayer; KOL; Diabetes Specialist Nurse; JDRF (+ quote);
- B-Roll
- Backgrounders: Bayer 40year History; Diabetes Fact Sheet; Inventors' Story; Bayer Innovations in Diabetes Management Timeline
- Photos of Bayer DIDGET glucose meter.