



**Bayer HealthCare**  
Diabetes Care

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

***Contest rewards people with diabetes for their charitable efforts***

**Grand Prize Winner to Meet Nick Jonas and Receive a \$5,000 Donation to a  
Non-Profit Organization of Their Choice**

**TORONTO, ON (July 22, 2010)** – A new contest – “Give Back. Simply Win.” – sponsored by Bayer HealthCare Diabetes Care will shine a spotlight on people with diabetes who are making a difference in their local communities. One grand prize winner will meet international singing sensation Nick Jonas and Bayer will donate \$5,000 to a non-profit organization selected by the winner.

Bayer’s “Give Back. Simply Win.” contest was designed to reward people with diabetes for their charitable efforts. Entering the contest is simple and is open to all Canadians with diabetes. Contestants can visit [www.bayerdiabetes.ca](http://www.bayerdiabetes.ca) and answer three questions about their charitable efforts. Nick and a team of judges will select one grand prize winner. The contest begins July 19, 2010 and entries will be accepted until August 25, 2010 at 11:59 p.m. EST.

Nick Jonas, now 17, was diagnosed with type 1 diabetes when he was 13. Since publicly announcing 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 involvement with Bayer HealthCare 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.”

Bayer HealthCare Diabetes Care and Nick Jonas joined forces in 2008 to encourage people with diabetes to achieve Simple Wins, or small, every day 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 HealthCare Diabetes Care. Nick shares his personal experiences with diabetes on [www.NicksSimpleWins.com](http://www.NicksSimpleWins.com) where he writes blog posts of his latest activities.

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

The “Give Back. Simply Win.” contest is open only to legal residents of Canada who are six years of age and older at time of entry and who have been diagnosed with diabetes. Contestants living in Quebec must be 13 years of age or older. Restrictions and limitations apply.

-more-

Only online entries via [www.bayerdiabetes.ca](http://www.bayerdiabetes.ca) will be accepted. All finalists will be required to provide a letter from a physician to ensure confirmation of the winner's diagnosis of diabetes. The grand prize winner will be notified on or about September 1, 2010.

For more information on the official rules and regulations, grand prize information and contest submission guidelines, visit [www.bayerdiabetes.ca](http://www.bayerdiabetes.ca).

### **About Bayer HealthCare Diabetes Care**

Bayer HealthCare 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 HealthCare 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 HealthCare Diabetes Care is a business of Bayer Inc., with Canadian headquarters located in Toronto. For more information, go to [www.bayerdiabetes.ca](http://www.bayerdiabetes.ca).

### **About Bayer Inc.**

Bayer Inc. (Bayer) is a Canadian subsidiary of Bayer AG, an international research-based group with core businesses in health care, crop science and innovative materials. Headquartered in Toronto, Ontario, Bayer Inc. operates the Bayer Group's HealthCare and MaterialScience businesses in Canada. Bayer Crop Science Inc., headquartered in Calgary, Alberta operates as a separate legal entity in Canada. Together, the companies play a vital role in improving the quality of life for Canadians – producing products that fight diseases, protecting crops and animals, and developing high-performance materials for applications in numerous areas of daily life. Canadian Bayer facilities include the Toronto headquarters and offices in Montréal and Calgary.

Bayer Inc. has approximately 800 employees across Canada and had sales of \$853 million CDN in 2009. Globally, the Bayer Group had sales of over 31 billion Euro in 2009. Bayer Inc. invested approximately \$50 million CDN in research and development in 2009. Worldwide, the Bayer Group spent the equivalent of over 2.7 billion Euro in 2009 in R&D. For more information, go to [www.bayer.ca](http://www.bayer.ca).

### **Forward-Looking Statements**

This news release may contain forward-looking statements based on current assumptions and forecasts made by Bayer Group or subgroup 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 Bayer public reports which are available on the Bayer website at [www.bayer.com](http://www.bayer.com). The company assumes no liability whatsoever to update these forward-looking statements or to conform them to future events or developments.

###

#### **Media Contact:**

Tiana DiMichele  
Business Communications Partner  
Bayer Inc.  
(416) 240-5240  
[tiana.dimichele.b@bayer.com](mailto:tiana.dimichele.b@bayer.com)

#### **For Nick Jonas Inquiries:**

Victor Trevino  
M2M Construction  
[victor@m2mconstruction.com](mailto:victor@m2mconstruction.com)