



Media Contact(s):

Susan Yarin
Bayer Diabetes Care
(914) 366-1738 (o)
(914) 479-7589 (c)
susan.yarin.b@bayer.com

Staci Gouveia
Bayer Diabetes Care
(914) 366-1819 (o)
(203) 809-9008 (c)
staci.gouveia.b@bayer.com

**VITERION TELEHEALTHCARE, A BUSINESS OF BAYER HEALTHCARE
DIABETES CARE, ANNOUNCES THE U.S. RELEASE OF THE VITERION® 200
TELEHEALTH MONITOR**

New features simplify life for patients and their health care providers

Tarrytown, New York (June 3, 2009) - Viterion TeleHealthcare, a business of Bayer HealthCare Diabetes Care, announces U.S. commercial availability of the new Viterion 200 telehealth monitor to meet the needs of patients, health care providers (HCPs), and payers in the growing field of telemedicine. The Viterion 200 telehealth monitor is a user-friendly device that electronically transmits patients' vital signs taken at home to their HCP in another location.. Providers can access the system anywhere by using a web browser to monitor their patients and then send messages and advice before patients require more expensive hospitalization or emergency room (ER) visits. Remote patient monitoring technology offered by Viterion is used to help manage chronic conditions such as diabetes, congestive heart failure, and chronic obstructive pulmonary disease.

Remote patient monitoring technology encourages patients to become more involved in their care and more compliant with their treatment plan, decreases the total cost of care by reducing hospitalization rates and ER visits, and improves patient satisfaction and quality of life measures.

New features

The Viterion 200 telehealth monitor offers patients and HCPs state-of-the-art technology to simplify life for patients and HCPs through telemedicine today. Improving upon its predecessor, the Viterion 100, the new Viterion 200 monitor wirelessly communicates data on patients' weight, blood oxygen, blood pressure and pulse using Bluetooth® technology. The Viterion 200 is also compatible with major blood glucose monitoring systems marketed in the U.S. including Bayer's CONTOUR® brand.

Other simplified features of the new Viterion 200 telehealth monitor include a new easy-to-read color display, lighter weight for easier handling and shipping and less counter space requirements owing to its smaller size. The Viterion 200 monitor also has fewer buttons for ease of use, allows for system upgrades via the phone line, comes with an onboard tutorial and is easily configurable. And the Viterion 200 monitor is also more "green," or environmentally friendly, as it runs on less electrical power than the Viterion 100.

News Release

Bayer HealthCare LLC
Bayer Diabetes Care
555 White Plains Road
Tarrytown, NY
10591USA
[www.bayerdiabetes.com/
US](http://www.bayerdiabetes.com/US)

The Viterion 200 telehealth monitor also offers data management and communications features allowing HCPs to intervene when they observe a change in patients' vital signs. Specifically, providers can create "advice messages," questions, encouragement and reminders to patients. In this way, HCPs can intervene before patients' conditions deteriorate and require more costly acute care.

About Viterion TeleHealthcare

Based in Tarrytown New York, Viterion TeleHealthcare is a business of Bayer HealthCare Diabetes Care. Viterion TeleHealthcare markets products and services for the growing telehealth market in the United States to customers including the Veterans Administration and various home health care providers. Viterion's products offer comprehensive yet flexible solutions, which can be tailored to individual needs. Find more information at www.viterion.com

Bayer Diabetes Care

Bayer Diabetes Care, a worldwide leader in diabetes, supports customers in 100 countries. Since 1941, Bayer has led the way in diabetes care product innovation with: reagent tablets, the first portable blood glucose meter and test strips, the measurement of A1C (glycated hemoglobin) with the A1CNow+® monitor, and the first suite of blood glucose monitors with No Coding™ technology (CONTOUR® and BREEZE®2) that today offer people with diabetes an unparalleled choice in diabetes management systems.

Bayer Diabetes Care also offers comprehensive support to people with diabetes including education, tools and resources designed to simplify life with diabetes.

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. For more information, visit www.bayerdiabetes.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.

###