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**NEW BAXTER-SPONSORED WFH VIDEO LAUNCHED
TO SPUR A GLOBAL DIALOGUE ON IMPROVING ACCESS TO
HEMOPHILIA CARE AND TREATMENT**

BUENOS AIRES, ARGENTINA (July 12, 2010) – Baxter International Inc., in its continued support of the World Federation of Hemophilia (WFH), today announced the launch of the “Our Lives with Hemophilia: The Stories of Vaibhav and Paul” video podcast at the Hemophilia 2010 World Congress of the WFH. The video podcast provides perspective into the daily lives of two young men with severe hemophilia A from diverse backgrounds. It is the final episode in the ***Achieving Treatment for All: Hemophilia and Bleeding Disorders Educational Series***, developed to spur a global dialogue and action around the need for broad-based access to care and treatment for people with hemophilia and other inherited bleeding disorders.

“Though the inherited bleeding disorders community has made significant progress in the past 50 years, we must work to address the significant disparities in care that still exist, as well as to protect the standard of care we have achieved in developed countries,” said Mark Skinner, president, WFH. “We are grateful for Baxter’s support of the *Treatment for All* educational podcast series because it has inspired conversations about how the community can work together to continue to improve the standard of care for patients, regardless of where they live.”

The “Our Lives with Hemophilia: The Stories of Vaibhav and Paul” video podcast, available at www.wfh.org/TFASeries, provides perspective into the daily lives of Paul Wilton of London, Canada and Vaibhav Nehra of New Delhi, India, both of whom live with severe hemophilia A. The video podcast is available in English and English with Spanish subtitles, and an audio-only version also is available.

People with hemophilia are living longer, more productive lives than ever before, thanks to access to comprehensive care and advanced therapies,^{1,2,3} but significant disparities remain, in both developed and developing countries, as 75 percent of patients worldwide do not receive appropriate care.⁴

“Optimal hemophilia management regimens are only as effective as they are accessible,” said Wing-Yen Wong, M.D., global senior medical director, Hemophilia at Baxter. “That is why we continue to invest in improving patient access to care today through offering therapeutic options that support diverse patient needs and in our commitment to programs such as WFH’s Global Alliance for Progress (GAP) to support the global community.”

As part of its ongoing commitment to optimizing hemophilia care and improving the lives of people living with hemophilia worldwide, Baxter supports access through community participation, as well as the education and training of healthcare professionals who treat bleeding disorders to improve medical outcomes. Baxter continues to support a multi-year commitment to WFH’s GAP program as the founding and leading sponsor, including multi-year product donations. In addition to WFH GAP donations, with humanitarian aid partner AmeriCares, Baxter has reached those living with hemophilia in underserved countries with nearly 14 million international units of much-needed factor replacement therapy donations over the past several years.

About Hemophilia

Hemophilia is a rare genetic blood clotting disorder that primarily affects males.⁴ People living with hemophilia do not have enough of, or are missing, one of the blood clotting proteins naturally found in blood.⁴ In people with hemophilia A, clotting factor VIII is not present in sufficient amounts or is absent.⁴ People with hemophilia do not bleed more profusely or faster than normal but bleed for a longer period of time.² Hemophilia is usually inherited, and about one in every 5,000 males is born with the disorder.² About one third of new cases are caused by a new mutation of the gene in the mother or the child.² In these cases, there is no previous history of hemophilia in the family.² According to the WFH, more than 400,000 people in the world have hemophilia.² All races and economic groups are affected equally.²

Comprehensive care is critical to managing the physical, emotional, psychological, social and educational needs of people with hemophilia and their families. The hemophilia care team includes a wide range of professionals – including hematologists, nurses, physical therapists, social workers, counselors and many others – who deliver the skills and care necessary to manage patient needs and improve their health. Involving this specialized team ensures accurate diagnosis, prompt and effective treatment, fewer hospitalizations, healthy joints and muscles and support for families. The care team also provides psychosocial support for the caregiver, who plays an important role in hemophilia management, including through coordinating medical care, helping to administer factor replacement therapy and educating community members with whom the patient interacts. Thanks in part to hemophilia therapies available, life expectancy for hemophilia patients in developed countries has increased to more than 60 years today.^{3,4}

About Baxter International Inc.

Baxter International Inc., through its subsidiaries, develops, manufactures and markets products that save and sustain the lives of people with hemophilia, immune disorders, infectious diseases, kidney disease, trauma and other chronic and acute medical conditions. As a global, diversified healthcare company, Baxter applies a unique combination of expertise in medical devices, pharmaceuticals and biotechnology to create products that advance patient care worldwide.

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