



News release

Bayer HealthCare Celebrates 20th Anniversary of Kogenate[®] Product Line and 8 Billion IU Milestone at 2008 WFH World Congress

Company Announces Winners of the “It’s Your Passion. Let It Out” Contest

ISTANBUL, Turkey (June 2, 2008) – Bayer HealthCare today announced the 20th anniversary of the company’s Kogenate[®] line of products and more than two decades of hemophilia A research, collaboration and community building at the 2008 World Federation of Hemophilia (WFH) World Congress in Istanbul, Turkey. More than 8 billion international units of Kogenate[®] and Kogenate[®] FS/KOGENATE[®] Bayer have been infused to date.

Kogenate[®] clinical trials began in May 1988 in Bonn, Germany. This advent of recombinant factor VIII technology represented a leap forward in the delivery of safe, effective treatment for people with hemophilia A. Since then, Bayer’s Kogenate[®] line of products has maintained a record of safety, with two decades of clinical use and no confirmed case of pathogen transmission.

“Besides celebrating an impressive 20 years of safe, effective treatment, we are celebrating the many lives that have been touched through the use of our Kogenate[®] line of products,” said Michael E. Mathews, general manager, hemophilia, and vice president of marketing, specialty medicine, Bayer HealthCare. “We are passionate at Bayer about improving the lives of people living with hemophilia. We are the only company with a long-acting recombinant factor VIII protein in human clinical trials. We are also creating new and innovative delivery systems that decrease the discomfort of infusion and increase convenience.”

To celebrate its 20-year milestone, Bayer launched the “It’s Your Passion. Let It Out” contest. Applicants from around the world expressed — in the medium of their choice — what they are passionate about as members of the hemophilia community. Representatives of the WFH served

as contest judges and chose three entries to receive the grand prize, an all-expense-paid trip for two to the 2008 WFH World Congress. The winners are:

- Mindy Ritchie, USA, video
- Ilian Cori, Bulgaria, photography
- Diego Constantino Sossa Centurión, Argentina, essay

All contest submissions will be on display at the World Congress and will appear at events around the world in 2008.

Bayer is committed to developing innovative hemophilia A treatments and expanding scientific and clinical knowledge that improves patient care. Over the past two decades, Bayer has:

- Invested hundreds of millions of dollars in hemophilia research, clinical trials and post-marketing studies to ensure the safety and efficacy of its Kogenate® products.
- Supported local and international hemophilia patient groups such as the WFH in their advocacy and patient care initiatives.
- Supported innovative educational and training programs to improve the diagnosis and care of people with bleeding disorders around the world.
- Donated more than 30 million international units of product to countries with limited access to hemophilia treatment, bringing hope and saving lives.

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About Kogenate® FS

Kogenate® FS (Antihemophilic Factor [Recombinant]) is a recombinant factor VIII treatment indicated for the treatment of hemophilia A. The most frequently reported adverse events were local injection site reactions, dizziness and rash. Known intolerance or allergic reactions to constituents of the preparation is a contraindication to the use of Kogenate® FS. Known hypersensitivity to mouse or hamster protein may be a contraindication to the use of Kogenate® FS. Please see the full prescribing information for important risk and use information at www.kogenatefs.com.

About Hemophilia A

Hemophilia A, also known as factor VIII deficiency or classic hemophilia, is largely an inherited bleeding disorder in which one of the proteins needed to form blood clots in the body is missing or reduced. Hemophilia A, the most common type of hemophilia, is caused by deficient or defective blood coagulation proteins, known as factor VIII. Hemophilia A is characterized by prolonged or spontaneous bleeding, especially into the muscles, joints, or internal organs. Approximately 400,000 people around the world have hemophilia A.

About Bayer HealthCare LLC

Bayer HealthCare LLC is an affiliate of Bayer HealthCare AG. Bayer HealthCare AG is one of the world's leading, innovative companies in the healthcare and medical products industry, and based in Leverkusen, Germany. The company combines the global activities of the Animal Health, Consumer Care, Diabetes Care, and Pharmaceuticals divisions. The Pharmaceuticals division comprises the following business units: Women's Healthcare, Diagnostic Imaging, General Medicine, which includes Cardiology and Primary Care and Specialty Medicine, which includes Hematology, Oncology and Multiple Sclerosis. Bayer HealthCare's aim is to discover and manufacture products that will improve human and animal health worldwide. The products enhance well-being and quality of life by diagnosing, preventing and treating diseases.

Forward-looking statements

This news release contains forward-looking statements based on current assumptions and forecasts made by Bayer Group 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 our annual and interim reports filed with the Frankfurt Stock Exchange. The company assumes no liability whatsoever to update these forward-looking statements or to conform them to future events or developments.

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