



News Release

Bayer HealthCare successfully completes acquisition of Sagemel, Inc.'s OTC Business

Bayer Consumer Care's Presence in Eastern Europe Significantly Strengthened

Leverkusen, (June 3, 2008) – Bayer HealthCare (BHC) announced today that its Consumer Care Division has successfully closed the acquisition of the over-the-counter (OTC) brand portfolio and related assets of the US-based Sagemel, Inc. Beginning June 3rd, the Sagemel OTC business will become part of Bayer HealthCare in Russia, the Ukraine, Kazakhstan, the Baltic's and several Caucasian and central Asian countries.

The transaction, which was announced in March 2008, recently received the necessary regulatory approvals of the Russian and Ukrainian authorities and will place Bayer among the top 5 OTC companies in the Commonwealth of Independent States (CIS).

"The combined portfolio of Sagemel, Inc. and Bayer Consumer Care offers a very strong and attractive platform to further strengthen our business in one of the world's fastest growing and most dynamic regions," said Gary Balkema, President of Bayer HealthCare's Consumer Care Division. "We are extremely pleased that we have been able to close this transaction so quickly and believe strongly in the opportunities and advantages the combined organizations present."

The Sagmel portfolio, which delivered net sales of approximately €80 million in 2007, includes Theraflex, a Glucosamine/Chondroitin supplement for the treatment of osteoarthritis and other joint/bone conditions, Nazol, a decongestant, the hemorrhoid treatment Relief, and nutritional brands Calcemin, Theravit and Jungle. This acquisition will now allow Bayer to play an even more active role in the OTC arena in the CIS. Increased marketing and selling investments will not only strengthen the acquired brands, but will also have a positive impact on Bayer's existing OTC portfolio, which includes well-known brands such as Aspirin and Alka-Seltzer, the antacid brand Rennie and the Nutritionals brands Supradyn, Biovital and Elevit.

About Bayer HealthCare AG

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, Diabetes Care and Pharmaceuticals divisions. The pharmaceuticals business operates under the name Bayer Schering Pharma and as Bayer HealthCare Pharmaceuticals in the US and Canada. Bayer HealthCare's aim is to discover and manufacture products that will improve human and animal health worldwide.

About Bayer HealthCare's Consumer Care Division

The Consumer Care Division of Bayer HealthCare, is headquartered in Morristown, New Jersey, USA. Bayer's Consumer Care Division is among the largest marketers of over-the-counter medications and nutritional supplements in the world. Some of the most trusted and recognizable brands in the world today come from the Bayer portfolio of products. These include *Aspirin*[®], *ALEVE*[®], *Flanax*[®]/*Apronax*[®], *Alka-Seltzer*[®], *Midol*[®], *Talcid*[®], *Rennie*[®], *Canesten*[®], *Bepanthen*[®], *Bepanthol*[®], *One-A-Day*[®] vitamins, *Flintstones*[™] vitamins, *Supradyn*[®], *Redoxon*[®], *Berocca*[®], *Cal-D-Vita/Elevit*[®], *Vital 50 Plus*[®], *CardioAspirin*[®].

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