



## For Immediate Release

### **BAYER DIABETES CARE TAKES YOUR KIDS' BLOOD GLUCOSE MONITORING TO A NEW LEVEL WITH DIDGET™**

**~ FIRST AND ONLY BLOOD GLUCOSE METER THAT CONNECTS WITH NINTENDO DS™ AND DS™ Lite ~**

**TORONTO, ON – March 23, 2011** – Today Bayer HealthCare Diabetes Care launches DIDGET™, the first and only blood glucose meter for kids with diabetes that connects directly to Nintendo DS™ and DS™ Lite gaming systems. Bayer's DIDGET meter adds an element of fun to the routine of checking blood glucose and is designed specifically for kids to motivate them to maintain consistent blood glucose checking habits and meet customized glucose targets, as instructed by their healthcare professional.

Bayer's DIDGET meter transforms diabetes management for kids by connecting play with purpose, which aims to encourage kids to regularly monitor their blood glucose levels and begin to view disease management more positively. By tapping into their existing passion for handheld gaming, the meter reinforces consistent testing habits by awarding points that kids can use to unlock new game levels and customize their gaming experience.

"The constant struggle to maintain regular checking of blood glucose is one of the cornerstones of effective diabetes management and a big challenge for the parent of a child with diabetes," says Donna Hagerty, Certified Pediatric Diabetes Nurse Educator. "Bayer's DIDGET meter is designed to help kids manage their diabetes by rewarding them for consistently checking their blood glucose levels in a fun and familiar way. The meter can help change a child's experience in checking blood glucose, helping to form life-long diabetes self-management habits."

Living with diabetes often requires a very structured lifestyle to adequately regulate blood sugar and help avoid complications.<sup>1</sup> In fact, the incidence rate of type 1 diabetes is rising by three to five per cent in Canada; the greatest increase occurs in five to nine year olds.<sup>2</sup> The support of caregivers and healthcare professionals, along with easy to use meters and tools, contribute to a child's successful diabetes management.

#### **ABOUT DIDGET**

**Connects** – To popular handheld gaming systems, Nintendo DS and DS Lite.

**Motivates** – Kids with diabetes to test their blood glucose frequently and meet personalized glucose targets by rewarding them with points to unlock game levels.

**Tracks** – Trends and patterns in blood glucose levels over time, using Bayer's trusted CONTOUR® meter platform, allowing for more consistent disease management.

#### **Makes blood glucose testing fun!**

Bayer's DIDGET meter is intended for those aged four and older and grows with the child's ability to manage their diabetes, offering two testing levels, Basic and Advanced. It comes with Knock 'Em Downs™: World's Fair that includes a full length adventure game and mini game arcade.

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## **BAYER DIABETES CARE INTRODUCES DIDGET™ IN CANADA / 2**

The DIDGET meter is based on Bayer's trusted CONTOUR system, providing the same easy accuracy, No Coding™ technology, no interference with maltose, galactose\*, and oxygen and automatic correction for hematocrit\*\* and common interfering substances (e.g. acetaminophen, ascorbic acid), as well as a five-second test time and small (0.6 µL) sample size. These features help to simplify the lives of people with diabetes. Bayer's DIDGET meter uses CONTOUR blood glucose test strips currently available for other CONTOUR meters.

"With the increase in rates of childhood diabetes in Canada, it's important to customize disease management tools to encourage patients to take control of their diabetes at a young age," says Donna Hagerty. "With the inclusion of the trusted attributes of the CONTOUR system, parents and healthcare professionals alike can be confident that the DIDGET meter can help the child to better manage their diabetes in an interactive way."

Bayer's DIDGET meter is now available free of charge through healthcare professionals' offices or online at [www.bayerdidget.ca](http://www.bayerdidget.ca). Nintendo DS and DS Lite gaming systems are sold separately and are not required or needed to use the DIDGET meter. For more information, visit [www.bayerdidget.ca](http://www.bayerdidget.ca).

For more than 40 years, Bayer has led the way in diabetes research, introducing numerous innovations to help simplify life for people with diabetes. With the launch of DIDGET, the company is now changing how kids engage in their diabetes management by combining a popular consumer technology product with daily healthcare management.

### **Diabetes in Canada**

In Canada, over three million people have diabetes and approximately 300,000 Canadians live with type 1 diabetes.<sup>3</sup> Vigilant care and management of their diabetes is required 24 hours a day, seven days a week to achieve an optimal quality of life and to delay or prevent traumatic complications.<sup>4</sup> People with type 1 diabetes do not naturally produce any insulin, and as a result, must take insulin every day.<sup>5</sup> According to the Canadian Diabetes Association, effective diabetes management includes checking blood glucose levels with a blood glucose meter regularly throughout the day.<sup>6</sup>

### **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 CropScience 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 \$827 million CDN in 2010. Globally, the Bayer Group had sales of over 35 billion Euro in 2010. Bayer Inc. invested approximately \$36 million CDN in research and development in 2010. Worldwide, the Bayer Group spent the equivalent of over 3.1 billion Euro in 2010 in R&D. For more information, go to [www.bayer.ca](http://www.bayer.ca).

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### 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.

\* No interference has been observed with the CONTOUR test strips tested with maltose and galactose concentrations up to 6.54 mmol/L and 12.43 mmol/L respectively.

\*\* CONTOUR test strip results are not significantly affected by hematocrit levels in the range of 0 per cent to 70 per cent.

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For more information, or to book an interview with Donna Hagerty, Certified Pediatric Diabetes Nurse Educator, please contact:

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

Laine Jaremey  
Account Executive  
MSLCanada  
416-847-1321  
[laine.jaremey@mslgroup.com](mailto:laine.jaremey@mslgroup.com)

### References:

<sup>1</sup> [http://www.jdrf.ca/index.cfm?fuseaction=home.viewPage&page\\_id=62495B79-DE19-05A3-5168B63985B9E8B2](http://www.jdrf.ca/index.cfm?fuseaction=home.viewPage&page_id=62495B79-DE19-05A3-5168B63985B9E8B2)

<sup>2</sup> [http://www.jdrf.ca/index.cfm?fuseaction=home.viewPage&page\\_id=62495B79-DE19-05A3-5168B63985B9E8B2](http://www.jdrf.ca/index.cfm?fuseaction=home.viewPage&page_id=62495B79-DE19-05A3-5168B63985B9E8B2)

<sup>3</sup> <http://www.diabetes.ca/about-diabetes/what/prevalence/>

<sup>4</sup> <http://www.diabetes.ca/files/Standing%20Committee%20on%20finance.doc>

<sup>5</sup> <http://www.diabetes.ca/about-diabetes/living/insulin/should-know>

<sup>6</sup> <http://www.diabetes.ca/files/cpg2008/cpg-2008.pdf>