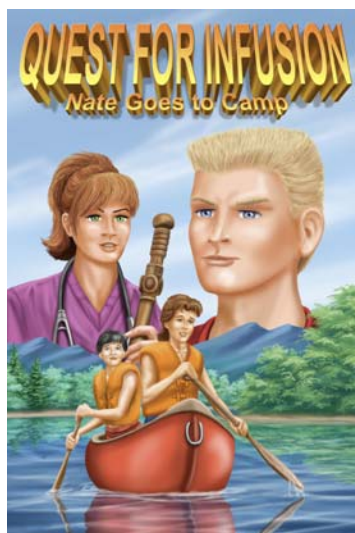




News Release



BioRx and Bayer Healthcare Offer Free Educational Children's Book About Hemophilia

Cincinnati, Ohio (August 8, 2009) — Bayer HealthCare and BioRx, a specialty pharmaceutical company, announce the availability of *Quest for Infusion: Nate Goes to Camp*, a new children's book about hemophilia.

Quest for Infusion: Nate Goes to Camp, written by Chris Perretti Barnes and illustrated by Michael Graham, is the story of Nate Bowen, a young boy with hemophilia who goes to summer camp. Along with having loads of fun doing regular camp activities, Nate learns to self infuse for the first time and makes an unlikely friend in the process.

This book, written in comic-book style, is the third publication in a series of books for children produced by BioRx and Bayer Healthcare. It is offered free to individuals and families affected by bleeding disorders

"For children living with hemophilia, learning and talking about hemophilia and infusing can be overwhelming, confusing, and scary," said Barnes. "*Quest for Infusion: Nate Goes to Camp* can help parents open up lines of communication with their teenager and begin a discussion in a friendly, fun, and safe way. It is wonderful that both Bayer and BioRx value educating youth in the hemophilia community."

"We are thrilled to be able to support such an innovative educational tool for the hemophilia community as we strongly believe that education is key to empowering patients and their families," said Eric Hill, co-founder of BioRx. "We also commend Chris for her initiative, passion and dedication to this community."

To receive a complimentary copy of ***Quest For Infusion: Nate Goes To Camp!***, contact BioRx at 866.44.BIORX (866.442.4679), via email at cbarnes@biorx.net, or order online via BioRx's website at www.biorx.net. Bayer also is making free copies of the book available by contacting their local representatives or calling customer service at 888.606.3780.

About Hemophilia

Hemophilia is an inherited bleeding disorder characterized by prolonged or spontaneous bleeding, especially into the muscles, joints, or internal organs. About 17,000 Americans have hemophilia. The disease is caused by deficient or defective blood coagulation proteins, known as factor VIII or IX. The most common form of the disease is hemophilia A, or classic hemophilia, in which the clotting factor VIII is either deficient or defective. Hemophilia B is characterized by deficient or defective factor IX.

There are many useful materials in the BioRx hemophilia library. Visit <http://www.biorx.net/hemophilia-library.php> to view the most current listing of educational materials available. You can order any of the titles through your BioRx representative or simply call 1-866-44-BioRx.

About BioRx

Based in Cincinnati Ohio, BioRx is a national pharmacy specializing in highly customized care for the bleeding disorders community. As one of the nation's fastest growing providers of hemophilia clotting factors and other specialty pharmaceuticals the company's clinical staff reaches patients and physicians in 43 states. To learn more about BioRx and its products and services visit www.biorx.net.

About Bayer HealthCare

Bayer HealthCare LLC is an affiliate of Bayer HealthCare AG, one of the world's leading, innovative companies in the healthcare and medical products industry 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, Specialized Therapeutics, Hematology/Cardiology, Primary Care, and Oncology. 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.

Contact:

Judith Cline

Tel: 866.44.BIORX

Email: jcline@biorx.net

Kimberly Wix

Bayer HealthCare

Tel: (973) 305-5258

E-mail: kimberly.wix@bayer.com

Email jcline@biorx.net to request a jpg file of *Quest for Infusion: Nate Goes to Camp* Book Cover

###