



News Release

BAYER EXPANDS ITS HEMOPHILIA LEADERSHIP DEVELOPMENT PROGRAM

Company Seeking Applicants for Prestigious Summer Internship

WAYNE, NJ, February 2, 2012 – To further its commitment to the hemophilia community, Bayer HealthCare is expanding the Bayer Hemophilia Leadership Development Program (BHLDP) by adding a community element to the internship experience. The 2012 interns selected to participate in this prestigious program will spend five weeks of the eight-week program at a local hemophilia organization.

The company is currently seeking applicants who are attending college and have been touched by hemophilia. Those interested have until Monday, March 12th to apply for the program, which runs from June 18th-August 9th. Participating interns will engage in leadership training, hands-on business projects, marketing and communications strategies, and help support the local hemophilia community. Additional details and the application can be found at www.livingbeyondhemophilia.com/intern.

Of the many organizations that applied to participate, four chapters were chosen to mentor and manage an intern. They are the Arizona Hemophilia Association, Bleeding Disorders Alliance Illinois, Hemophilia Foundation of Upstate New York – Rochester and Texas Central Hemophilia Association.

“Bayer is proud to offer this program, which is unique in the hemophilia community,” said Leslie Donato, Vice President/General Manager, Hematology, Bayer HealthCare. “It’s dedicated to creating future hemophilia leaders through hands-on experience and collaboration with local chapter personnel and Bayer colleagues.”

The 2012 program begins with a two-week orientation at Bayer HealthCare's U.S. headquarters in Wayne, NJ, where the interns will receive training on communications, problem solving and leadership skills as well as work with people in a number of departments to gain insights into how various parts of the company operate. Interns will spend the following five

weeks at the selected hemophilia organization, where they will gain first-hand knowledge about the work done on a local level and engage in projects building on the skills developed earlier in the program. During the final week at Bayer, the interns will report on their experience and present a project developed with their local chapter.

“We are very pleased that Bayer chose our chapter to participate in the newly expanded Hemophilia Leadership Development Program,” said Tom Wilmarth, executive director of Hemophilia Foundation of Upstate New York – Rochester. “We’re confident our intern will gain valuable knowledge and fulfillment by supporting the hemophilia community in this way.”

Bayer established the Hemophilia Leadership Development Program in 2007. Since that time, many program participants have become more active hemophilia advocates and have gone on to careers serving the community, government and industry.

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 one in 5,000 males born in the United States has hemophilia.

About Bayer HealthCare Pharmaceuticals Inc.

Bayer HealthCare Pharmaceuticals Inc. is the U.S.-based pharmaceuticals business of Bayer HealthCare LLC, a subsidiary of Bayer AG. Bayer HealthCare is one of the world's leading, innovative companies in the healthcare and medical products industry, and combines the activities of the Animal Health, Consumer Care, Medical Care, and Pharmaceuticals divisions. As a specialty pharmaceutical company, Bayer HealthCare provides products for General Medicine, Hematology, Neurology, Oncology and Women's Healthcare. The company's aim is to discover and manufacture products that will improve human health worldwide by diagnosing, preventing and treating diseases.

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