



News Release

New Levitra[®] formulation submitted for registration in the EU

First orodispersible tablet for the treatment of erectile dysfunction

Berlin, August 19, 2009 – Bayer Schering Pharma AG has submitted an application for registration of a new formulation of Levitra[®] (vardenafil HCl) in the European Union (EU). This new formulation is an orodispersible tablet containing 10mg vardenafil. In contrast to other drugs of the same class used for the treatment of erectile dysfunction, Levitra orodispersible tablet allows men a discreet and convenient intake without water, dissolving on the tongue within seconds.

“Erectile dysfunction is a troublesome condition that may heavily impact men’s well-being and their relationship”, said Jean-Philippe Milon, Ph.D., Head of Bayer Schering Pharma’s business unit General Medicine. “With the submission of this new formulation of Levitra, we have reached another important strategic milestone in the development of innovative and easy-to-use men's health products.”

The efficacy and safety of Levitra 10mg orodispersible tablet have been demonstrated in two large clinical Phase III studies. The new formulation has shown in all studies the same efficacy and safety as the currently available tablet.

About Erectile Dysfunction

Erectile dysfunction (ED) is the consistent or recurrent inability of a man to attain and/or maintain a penile erection sufficient for sexual performance. An estimated 152 million men worldwide, 16 percent of all men aged 20-75 worldwide, experience erection difficulties. It is predicted that the worldwide prevalence of ED will increase to 322 million by 2025. Despite its wide prevalence, recent data suggest that many men, who are suffering from ED often do not seek treatment. Moreover ED can be a first signal for cardiovascular comorbidities and should therefore be taken seriously by patients and physicians. More education and information on the physicians and patient side is needed to change this.

Find more information about ED at www.in-bed.info.

About Bayer HealthCare

The Bayer Group is a global enterprise with core competencies in the fields of health care, nutrition and high-tech materials. 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, Bayer Schering Pharma, Consumer Care and Medical Care divisions. Bayer HealthCare's aim is to discover and manufacture products that will improve human and animal health worldwide. Find more information at www.bayerhealthcare.com.

Bayer Schering Pharma is a worldwide leading specialty pharmaceutical company. Its research and business activities are focused on the following areas: Diagnostic Imaging, General Medicine, Specialty Medicine and Women's Healthcare. With innovative products, Bayer Schering Pharma aims for leading positions in specialized markets worldwide. Using new ideas, Bayer Schering Pharma aims to make a contribution to medical progress and strives to improve the quality of life. Find more information at www.bayerscheringpharma.de.

Contact

Yvonne Moeller, Tel.: +49 (0) 30 468 17 389

E-mail: yvonne.moeller@bayerhealthcare.com

ym (2009-0457E)

Forward-Looking Statements

This 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's public reports which are available on the Bayer website at www.bayer.com. The company assumes no liability whatsoever to update these forward-looking statements or to conform them to future events or developments.