

March 21, 2002

HELP US HELP YOU

To: Colleagues in the Veterinary Sciences and Food Animal Industries

Dear Friends:

As many of you already know, our animal fluoroquinolone product, *Baytril*® (enrofloxacin) is a vital antimicrobial that eliminates serious bacterial infections in many animals – both companion and food-producing. *Baytril* received FDA approval for poultry in 1996.

We believed the scientific data supporting *Baytril* would be enough to demonstrate that this valuable product should remain on the market. Unfortunately, political science threatens to overshadow investigative science. To set the record straight, we are reaching out to you to help us accomplish two important goals:

1. Dispel myths and raise awareness of the contributions *Baytril* makes in ensuring a healthy food supply.
2. Rally support from you and other colleagues who have medical and scientific needs in keeping *Baytril* on the market.

One particularly disturbing misperception is that the effectiveness of our human fluoroquinolone, *Cipro*®, in treating anthrax might be reduced by the use of *Baytril* in poultry. This assertion is false, and if perpetuated, has the potential to cause undue public alarm. The FDA has responded to media inquiries, stating that “it is not aware of any risk of reduced effectiveness from the use of *Cipro* to treat human anthrax infections resulting from the use of *Baytril* in poultry.”

It is our hope that by clearing the air, we will enable the scientific discussion to move forward unencumbered by misperception. As you may recall, the FDA asked us in October 2000 to voluntarily withdraw *Baytril*, based in part upon a review of data collected in 1999 under the federal National Antimicrobial Resistance Monitoring System (NARMS). The 1999 report suggested a national rise in fluoroquinolone-resistant *Campylobacter* in humans. We believe that the data do not support CVM’s conclusion that a national trend of rising resistance occurred. Furthermore, our analysis of government NARMS data for 2000 confirms that stance.

On February 20, the Agency granted Bayer a hearing to present new findings in support of *Baytril* for poultry. This hearing will provide for a thorough, thoughtful review of the science regarding whether the therapeutic use of *Baytril* in poultry is a threat to human health.

We will also demonstrate that removing Baytril will not reduce fluoroquinolone-resistant *Campylobacter* in humans and that instead the leading causes of fluoroquinolone-resistant *Campylobacter* are related to other factors.

Finally, we look forward to the opportunity during this process to present the scientific evidence that substantiates our position that *Baytril* is not a threat to public health, but in fact, contributes to a safer food supply.

Here are highlights of our presentation during the hearing process:

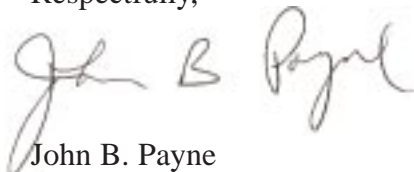
- *Baytril* helps ensure that only healthy chickens enter the food supply.
- The 1999 NARMS resistance data are not a valid basis for demonstrating a national increase in fluoroquinolone-resistant *Campylobacter* nor for removing Baytril from the market.
- Removing *Baytril* from the poultry market will not reduce the level of fluoroquinolone-resistant *Campylobacter* found in people.
- Safe handling methods, thorough cooking and avoiding biologically unsound water significantly reduces food-borne bacterial infections.
- *Baytril* is only available by prescription from veterinarians.
- *Baytril* labeling requires veterinarians only prescribe *Baytril* for chicken flocks when the health of the entire flock is threatened. This can be up to 30,000 birds.
- *Baytril* is used to treat a very small percentage of chicken flocks.
- *Baytril* is not a growth promoter.
- *Baytril* is not used as a disease preventer.

Help us keep *Baytril* on the market so it can help you keep America's food supply the safest in the world.

How? By writing to CVM and adding your support to the docket; by writing letters to the editors of the newspapers and other periodicals in your areas separating fact from fiction; and by enlisting your colleagues to do the same. The science proves the benefits of *Baytril*. Let's make sure America continues to reap those benefits.

Dockets Management Branch (HFA-305)
Food and Drug Administration
5630 Fishers Lane (Room 1061)
Rockville, Maryland 20852

Respectfully,



John B. Payne
Senior Vice President
Bayer Animal Health

For Immediate Release

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**BAYER FILES NOTICE SUPPORTING *BAYTRIL* STANCE;
ASKS U.S. VETERINARIANS TO HELP DISPEL MYTHS**

SHAWNEE, Kan., March 21, 2002 -- Bayer Corporation today filed with the U.S. Food and Drug Administration (FDA) a Notice of Participation, the next step toward a hearing where the company will present an analysis of new government data supporting the continued use of *Baytril*® (enrofloxacin), a vital antibiotic that helps ensure a safe food supply by eliminating serious bacterial infections in poultry. The company today also reached out to the nation's veterinarian community and food animal industries, asking for help to correct public misperceptions about *Baytril*.

In October 2000, the FDA's Center for Veterinary Medicine (CVM) proposed the withdrawal of *Baytril* in part to address concerns about a reported national increase in fluoroquinolone-resistant *Campylobacter* infections in people during 1999. Based upon a scientific review, Bayer disagreed with CVM's conclusion about *Baytril* and requested a hearing to review the science on the issue. On February 20, 2002, the Agency granted Bayer's request for the hearing. The hearing date has not yet been announced.

“We will demonstrate that the therapeutic use of *Baytril* in poultry is a benefit to public health, rather than a threat, and we look forward to presenting the evidence,” said John B. Payne, Senior Vice President, Bayer Animal Health. “Bayer will also demonstrate that removing *Baytril* will not reduce antibiotic resistance in humans and that instead the leading causes of fluoroquinolone-resistant *Campylobacter* are related to other factors. The FDA hearing should provide for a thorough, thoughtful review of the science.”

Bayer Dispels *Baytril* Myths

In a separate effort to dispel publicly held misperceptions about *Baytril*, Bayer called on America’s veterinarians and food animal industry leadership to help separate fact from fiction. In a letter sent today, Bayer said, “Various false assertions have been put forward in the public that if perpetuated could cause undue alarm.”

One recent misperception emerged following the terrorist attacks on America. Despite evidence to the contrary, it was reported that the use of *Baytril* in poultry might reduce the effectiveness of *Cipro*® (ciprofloxacin) in treating anthrax exposure in people. “This assertion is false. In fact, the FDA has responded to media inquiries, stating ‘it is not aware of any risk of reduced effectiveness from the use of *Cipro* to treat human anthrax infections resulting from the use of *Baytril* in poultry,’” Payne said.

“There is also persistent confusion that *Baytril* is used for growth promotion and preventative treatment of disease in food animals,” he said. “These assertions are not only false, but using *Baytril* in such a manner is both impractical and inconsistent with the FDA-approved labeling of the product.”

Approved by the FDA in 1996, *Baytril* is a fluoroquinolone antibiotic used by veterinarians to treat chickens with serious bacterial infections, helping ensure only healthy chickens enter the nation's food supply. *Baytril* is labeled only for use under the supervision of a veterinarian and is currently used in less than 1 percent of chickens, and only when serious disease is threatening the health of the flock, which can number up to 30,000 chickens.

Both *Cipro* and *Baytril* are antibiotics in the fluoroquinolone class, highly regarded for their effectiveness against bacterial infections in people and animals, respectively.

Headquartered in Pittsburgh, Bayer Corporation had sales of \$10.1 billion in 2000 and is one of *Fortune* magazine's Most Admired Companies. The company employs 23,200 people. It is a member of the worldwide Bayer Group, a \$29 billion international health care and chemicals group based in Leverkusen, Germany. The Bayer Group stock is a component of the DAX and is listed on the New York Stock Exchange (ticker symbol: BAY).

Forward-Looking Statements

This news release contains forward-looking statements based on current assumptions and forecasts made by Bayer Group 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 our public reports filed with the Frankfurt Stock Exchange and with the U.S. Securities and Exchange Commission (including our Form 20-F). The company assumes no liability whatsoever to update these forward-looking statements or to conform them to future events or developments.

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NOTE TO EDITORS: For a copy of the letter, by John B. Payne, Senior Vice President of Bayer's Animal Health Division, please visit www.BayerUS.com.

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