



News Release

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Bayer and United Nations Environment Programme Launch 19th Annual International Children's Painting Competition in Pittsburgh-area Elementary and Middle Schools

Exhibition to Open in Pittsburgh on World Environment Day 2010

PITTSBURGH, Nov. 12, 2009 – Bayer Corporation and the United Nations Environment Programme's Regional Office for North America (UNEP RONA) today called for Pittsburgh-area entries in the 19th annual International Children's Painting Competition (ICPC).

The ICPC is open to 6- to 14-year-olds. Their art is to focus on protecting Earth's life forms and natural resources in keeping with the competition's theme – Biodiversity: Connecting with Nature. An exhibition of the children's artwork will be unveiled in Pittsburgh on World Environment Day, June 5, 2010. Pittsburgh was recently named by UNEP RONA as the 2010 North American Host City for World Environment Day.

The artwork can be created using crayons, colored pencils, paints, etc., and must be submitted on either letter- (8.5 x 11 inch) or legal-sized (8.5 x 14 inch) paper. Entries must be received by UNEP RONA no later than April 15, 2010. For complete entry rules, visit www.BayerUS.com/MSMS.

Regional winners will be announced on April 30, 2010. First-place winners will be selected from each of UNEP's six regions: Africa; Asia and the Pacific; Europe; Latin America and the Caribbean; North America; and West Asia.

The North American first-prize winner will receive two fully-paid trips. The first trip will be to Pittsburgh on World Environment Day to help open the third annual North American ICPC exhibition. The second trip will be to the 2010 Tunza International Children's Conference in Aichi, Japan. Tunza is UNEP's worldwide youth forum, which brings students together to discuss environmental issues and share experiences.

Bayer Corporation's participation is part of its national award-winning Making Science Make Sense[®] program. It advances science literacy through inquiry-based, hands-on science learning, employee volunteerism and public education.

"Bayer wants to help develop the next generation of scientists and environmentalists," said Greg Babe, Bayer Corporation President and CEO. "Our ICPC participation is part of Bayer's long-standing commitment to science education, corporate social responsibility and sustainable development."

"Biodiversity is a priority issue for UNEP, particularly since 2010 is the International Year of Biodiversity," added UNEP RONA Director Amy Fraenkel. "Human activities worldwide are causing the loss of plant and animal species at a far higher rate than natural extinction. We're working with Bayer to educate young students on how they can help preserve our planet's biodiversity. The activities range from planting trees and picking up litter to protecting endangered species' habitats."

2010 International Children's Painting Competition Launch – 2

About Bayer Corporation and Making Science Make Sense®

Pittsburgh-based Bayer Corporation is a subsidiary of Bayer AG, an international health care, nutrition and high-tech materials group based in Leverkusen, Germany. In North America, Bayer had 2008 net sales of approximately 8 billion euros (about \$12 billion) and employed 17,000 at year-end. Bayer's three subgroups, Bayer HealthCare, Bayer CropScience and Bayer MaterialScience, improve people's lives through a broad range of essential products that help diagnose, prevent and treat diseases; protect crops and enhance yields; and advance automobile safety and durability. For more information, go to www.bayerus.com.

Making Science Make Sense (MSMS) is Bayer's company-wide program to advance science literacy through hands-on, inquiry-based science education, employee volunteerism and public education. Currently, 12 Bayer U.S. sites operate local MSMS programs. They include a corps of more than 1,000 employee volunteers.

About United Nations Environment Programme

Established in 1972 following the United Nation's Conference on the Human Environment, UNEP's provides leadership and encourages environment-oriented partnerships. It works to inspire, inform and enable nations and peoples to improve their quality of life without compromising future generations.

The Regional Office for North America (RONA), located in Washington, D.C., is one of six regional offices for UNEP. RONA's mission is to foster cooperation on environmental issues in North America, thereby promoting effective responses to global environmental challenges. RONA's strategy to achieve these goals includes promoting collaboration between UNEP and various sectors of North American society, facilitating the participation of the region in UNEP-sponsored global events and activities, developing environmental education initiatives, and organizing environmental awareness-raising campaigns. For more information, please visit www.rona.unep.org.

About Bayer and UNEP

Bayer AG is the first company to forge a long-term youth and the environment partnership with UNEP. The partners first began cooperating in Asia in the late- 1990s. In 2004, Bayer and UNEP signed an agreement to globalize the partnership that, in August 2007, was extended another three years. The partners have organized a dozen environmental projects around the world. They include the TUNZA International Youth and Children's Conference; regional youth networks; the Bayer Young Environmental Envoy Program; the Eco-Minds science forum in the Asia-Pacific; the International Children's Painting Competition and TUNZA Magazine. In addition, Bayer Corporation supports UNEP's World Environment Day activities in North America.

Further information on the partnership is available on the Internet at: www.unep.bayer.com.

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