



**150 Years
Science For A
Better Life**

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News Release

Saluting Canadian innovators who embody Bayer's philosophy: Science for a Better Life

Bayer celebrates 150-year anniversary by honouring Canadians who have made a mark on society through science and innovation

Toronto, ON, May 7, 2013 – Scientists and innovators have guided every step in Bayer's 150-year journey to becoming a global leader in healthcare, crop and material sciences. As it marks its 150th anniversary this year, Bayer also celebrates Canadian innovation and individuals who exemplify the curiosity and commitment to help shape a better future. Bayer is recognizing a number of Canadians for their individual contributions in the areas highlighted in its anniversary exhibit, and who live by its mission, Science For A Better Life.

These Canadians, ranging from educators and research scientists, to leaders in business and philanthropy, will be honoured at a special ceremony on Tuesday, May 28. Hosted by physician and television personality Dr. Marla Shapiro, herself an honouree for her work in women's health, the evening will feature more than 300 prominent members of Canada's health, agriculture and science industries.

"When people think of Bayer, they often think of ASPRIN® and not Felix Hoffman, the chemist who discovered the now universal pain reliever," explains Christian Lauterbach, President and CEO of Bayer Inc. "Today we salute a small group of Canadians who share our passion and who work tirelessly to improve the quality of our lives through science and innovation."

The honourees were chosen to represent the themes anchoring Bayer's *Science for a Better Life* exhibit, which showcases a century-and-a-half of Bayer innovations. The mobile museum is traveling around the world this anniversary year and is expected to visit approximately 30 sites in Europe, the Americas, Asia, Africa and Australia. As one of Bayer's top 10 markets worldwide, the *Science for a Better Life* exhibit will make one Canadian stop – at Toronto's

MaRS Centre – one of only two North American showings. Members of the public are invited to visit the free exhibit on May 27 and May 29.

“I spend much of my time counseling and educating my patients and the public on ways to live healthy and fulfilling lives,” says Dr. Marla Shapiro. “Although we may not always stop to think about how innovation and science affect us, it’s important to recognize the people behind the research that make it all happen.”

The Canadians being honoured include:

Science	Dr. Roberta Bondar Canada’s first female astronaut; first neurologist in space
CO2 as a raw material	Carmen Dybwad Chief Executive Officer of IPAC-CO2
Eye treatment - wet macular degeneration	Dr. Alan Cruess Professor & Head of Ophthalmology at Dalhousie University
New vision for agriculture	Mary Coyle University Vice President, St. Francis Xavier University
Cardiovascular health	Dr. Terry Kavanagh, MD, FRCPC, FACC, DSc (Hon) Founder, Toronto Rehabilitation Institute
Eco-friendly construction	Pat and Chuck Potter Built the first ultra-sustainable home in Canada
Food chain partnership	Martin Gooch Director, Value Chain Management Centre
Oncology	Dr. Mark Greenberg, ChB, MB, LMCC, FRCPS(C), FAAP Order of Canada; Senior Staff Oncologist, SickKids
Rice	Dr. Herbert J. Kronzucker Canada Research Chair in Systems Biology, Plant Nutrition & Ion Transport
Aspirin - pain relief	Dr. Greg Steinberg Canada Research Chair: Metabolism, Obesity & Type 2 Diabetes
Bayer – Sustainability, Corporate Culture, Social Responsibility	Kevin Jones President and CEO, The Bloom Centre for Sustainability
Earthquake protection	Dr. Gail Atkinson Professor & Canada Research Chair in Earthquake Hazards & Ground Motions
Tackling neglected tropical diseases	The Honourable Belinda Stronach & Rick Mercer Spread the Net Founders
Tomato	Clarence Swanton Professor, Department of Plant Agriculture, University of Guelph
Effective hemophilia treatment	Dr. David Lillicrap Canada Research Chair in Molecular Hemostasis of The World Federation of Hemophilia
Renewable energies	David Suzuki on behalf of the David Suzuki Foundation Founder of the David Suzuki Foundation
Loving pets and farm animals	Rob Goddard President and co-founder of Helping Homeless Pets

Innovation	Reni Barlow Executive Director of Youth Science Canada
Family planning and women's health	Dr. Marla Shapiro Physician and TV personality
Energy efficient mobility	Marc Laliberté President and Chief Executive Officer of VIA Rail
Bayer 150th Module	André Picard Public Health Reporter, Globe and Mail

For more information about the honourees, please visit www.bayer.ca

About Bayer in Canada

Bayer Inc. is a Canadian subsidiary of Bayer AG and the headquarters for its Canadian operations. Celebrating its 150th anniversary in 2013, Bayer AG is an international research-based group with core businesses in healthcare, crop science and innovative materials committed to creating a better life for all through science.

In Canada, Bayer operates its healthcare business – Pharmaceuticals, Consumer Care, Diabetes Care, Animal Health and Radiology & Interventional– from its headquarters in Toronto, ON and Bayer CropScience Inc. operates out of its head office in Calgary, AB. Together with its materials science business, Bayer improves the quality of life for Canadians, through products that fight disease, protect crops and animals, and provide high-performance materials for numerous daily life uses.

With more than 1,300 employees across the country, in 2012, Bayer had consolidated sales of \$1.6 billion and invested \$55.9 million in research and development (R&D) in Canada. Globally, Bayer AG had total sales of €39.8 billion and invested €3 billion in R&D.

For more information about Bayer, please visit www.bayer.ca.

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Forward-Looking Statements

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