



News Release

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Bayer Animal Health Introduces QuickBayt[®] Spot Spray

Lure flies into certain death – the next generation of fly bait

SHAWNEE, Kan. (April 19, 2007) — With the introduction of new QuickBayt[®] Spot Spray from Bayer Animal Health, nearly any area can be transformed into a “fly-free” zone. QuickBayt Spot Spray provides powerful fly control where it is needed most, treating places conventional granular baits can’t reach. QuickBayt Spot Spray can be sprayed directly onto surfaces where flies tend to rest, both indoors and outdoors, and the highly attractive formula lures flies to a quick death.

QuickBayt Spot Spray is the next generation of fly bait and is the perfect complement to QuickBayt Fly Bait (imidacloprid). With the same powerful active ingredient, QuickBayt Spot Spray is just as fast and just as powerful — killing flies in less than 60 seconds. And with the added application flexibility of QuickBayt Spot Spray, users can control flies for up to six weeks with an indoor application.

QuickBayt Spot Spray is applied directly on the surfaces where flies tend to rest, such as window sills, ceilings, walls, barn beams, etc., and allows treatment in places that can’t be controlled with conventional granular baits. Application can be made outdoors, indoors, in and around animal facilities — virtually any surface that’s not within reach of consumption by livestock or domestic animals.

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“Flies can be a major economic pest for large operations, and a terrible nuisance for small farms and other facilities,” says Joerg Ohle, President and General Manager of Bayer Corporation’s Animal Health Division, North America. “QuickBayt Spot Spray is an innovative solution that provides increased application flexibility and effective control.”

Easy to use and highly effective, QuickBayt Spot Spray is the first product of its kind to use imidacloprid, a potent active ingredient that kills flies fast. With the highly attractive formula, which contains muscalure and a flavoring agent, flies can’t resist QuickBayt Spot Spray, but non-target organisms, such as animals, children, and pets, will avoid QuickBayt Spot Spray due to its bittering agent. QuickBayt Spot Spray starts killing flies in less than 60 seconds and is effective against flies resistant to organophosphates and pyrethroids.

“We experienced excellent results with QuickBayt Spot Spray during our trials here at the university,” says Dr. Ron Byford, Professor of Veterinary Entomology at New Mexico State University. “I think the flexible spray application will be a welcome addition for facilities facing fly control issues.”

For spray applications, simply add one pound of product to one gallon of water and agitate until completely mixed. One gallon of finished spray will treat 1,000 square feet of fly-resting surfaces – providing complete coverage for an area with 2,000 square feet of floor space. For paint-on applications, add eight ounces of product to eight ounces of water and mix to desired consistency, applying in narrow bands up to six inches wide. Read entire package label before use.

For more information about nuisance fly control, call Bayer Account Services at 1-800-633-3796 or contact your local animal health supplier. Please visit www.QuickBayt.com. In addition, tune into RFD-TV’s “Cattleman to Cattleman” program to learn more about nuisance fly control.

About Bayer Animal Health

Bayer HealthCare's Animal Health Division is a worldwide leader in parasite control and prescription pharmaceuticals for dogs, cats, horses, cattle, and poultry. North American operations for the Animal Health Division are headquartered in Shawnee, Kan. Bayer Animal Health is a division of Bayer HealthCare LLC, one of the world's leading health care companies.

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 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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Literature # Q07381n