



News Release

Bayer Corporation
P.O. Box 390
Shawnee, KS 66201-0390
Phone: 913-268-2000

For more information:
Bob Walker
Director of Communications and Public Policy
913.268.2577
bob.walker.b@bayer.com

Bayer Animal Health Appoints Dr. Cristiano von Simson, DVM, MBA, as Director of Veterinary Services

SHAWNEE, Kan. (October 20, 2008) — Bayer HealthCare, LLC, Animal Health Division, today announced the appointment of Dr. Cristiano von Simson, DVM, MBA, as Director of Veterinary Technical Services for companion animal products. Von Simson will be responsible for overseeing the veterinary medical functions for brands such as Advantage Multi®, K9 Advantix®, Drontal® and Baytril®. He will also lead the Veterinary Technical Services team for companion animal products. Von Simson brings to Bayer Animal Health nearly 20 years of veterinary expertise, most recently as Director of Veterinary Science Liaison at Merial Limited.

“We are excited to welcome him aboard as an integral member of our staff,” said Dr. Ernst Heinen, Vice President of Research and Development at Bayer Animal Health. “Cristiano is a trusted voice in the animal health industry and possesses a wealth of experience in research and development, professional services, and marketing.

Von Simson spent 14 years at Merial where he developed marketing and portfolio strategies for several brand product lines. He also launched or repositioned numerous animal health products. Most recently, he led the Veterinary Services Field Team at Merial, managing relationships with key opinion leaders in the industry and the veterinary profession.

Von Simon earned his DVM at the University of Sao Paulo, Brazil and his MBA at Fundação Getulio Vargas in Sao Paulo, Brazil.

About Bayer Animal Health

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, Consumer Care, Diabetes Care and Pharmaceuticals divisions. The pharmaceuticals business operates under the name Bayer Schering Pharma AG. Bayer HealthCare's aim is to discover and manufacture products that will improve human and animal health worldwide. With sales of EUR 956 million (2007) the Animal Health Division is one of the world's leading manufacturers of veterinary drugs. The division manufactures and markets approximately 100 different veterinary drugs and care products for food-supplying animals and companion animals (dogs, cats, horses).

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