

Bayer



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News Release

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Bayer Animal Health Introduces QuickBayt® Spot Spray in New 24 Fluid Ounce Sized Spray Bottle

*Award Winning Insecticide Now Available in
Smaller, More Economical and Convenient Spray Bottle*

SHAWNEE, Kan. (May 18, 2009) — QuickBayt® Spot Spray from Bayer HealthCare, LLC, Animal Health Division, is now available in a smaller, more economical and convenient 24 fluid ounce spray bottle. QuickBayt Spot Spray, named a top ten new product at the 2009 World Ag Expo, was first introduced to the market in June 2007 in a one pound container. A perfect fit for smaller operations, the refillable 24 fluid ounce bottles contain three ounces of the powerful active ingredient imidacloprid in a dry powder that mixes easily with water for more efficient distribution. Users simply spray the product directly onto surfaces where house flies tend to rest, both indoors and outdoors, treating places conventional granular baits cannot reach.

“The introduction of the easy to use 24 fluid ounce QuickBayt Spot Spray bottle provides another convenient way to administer superior house fly control to suit your operation,” said Dr. Cary Christensen, DVM, Senior Director, Food Animal Business Unit for Bayer HealthCare, LLC, Animal Health Division. “House flies can have a negative economic impact on the bottom line of any operation. With the introduction of the smaller-sized bottle of QuickBayt Spot Spray, now all farms, big or small, will have access to this effective and long-lasting weapon to combat house flies.”

QuickBayt Spot Spray is the next generation of house fly bait, attracting house flies with two irresistible attractants and killing them in less than 60 seconds¹. In two separate Bayer

Environmental Science Studies, QuickBayt was compared to a generic imidacloprid and also to products of competitors. QuickBayt killed more house flies throughout the duration of the study² and was the only bait that killed a significantly higher number of house flies than the untreated control³.

One application of QuickBayt Spot Spray controls house flies for up to two weeks outdoors and six weeks indoors (unless completely consumed prior). The spray is applied directly on the surfaces where house flies tend to rest, such as window sills, ceilings, walls, barn beams, etc., and allows treatment in places not reached by conventional granular baits. Application can be made outdoors, indoors, in and around animal facilities on virtually any surface not within reach of consumption by livestock or domestic animals.

One 24 fluid ounce bottle of QuickBayt Spot Spray treats 188 square feet. Replacement powder is also available in a one pound size which can treat 1,000 square feet. Using QuickBayt Spot Spray and its complementary granular product QuickBayt Fly Bait make killing house flies easier.

“QuickBayt Spot Spray treats areas unreachable by granular baits,” added Dr. Christensen. “As we like to say, scatter where you can and spray where you can't.”

Read and follow product label directions before use. For more information on the QuickBayt® line of products, please call 1-800-422-9874 or visit www.QuickBayt.com.

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 963 million (2008) 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).

Footnotes:

1. Nipcam Study, QuickBayt Technical Information Manual, December 2002
2. Bayer Environmental Sciences Study OE08NARKD1-EKD1
3. BES Study OE08NARKD2-EKD1

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