First and only melt-in-the-mouth erectile dysfunction (ED) treatment launches in the UK today

Newbury, Berkshire, 22nd March 2011 – Levitra® (vardenafil) 10mg orodispersible tablet rapidly dissolves on the tongue in seconds without the need for water, has a minty flavour and comes in a discreet pack with new anti-counterfeiting measures.

Today marks the launch of the first ED treatment available as an orodispersible tablet. In contrast to other drugs of the same class, the new formulation has been designed specifically to be discreet and convenient, has a minty flavour and dissolves on the tongue within seconds. It is packaged in a new, thin black pocket-sized box which is unlike traditional pharmaceutical packaging and also incorporates numerous anti-counterfeiting measures. Currently, an estimated 2.3 million UK men suffer from ED, yet only 1 in 10 receive treatment and according to market research commissioned by Bayer, 4 in 10 men regard presently available therapies as inconvenient.

"Bayer is committed to men's health and is continuously striving to develop new and innovative treatment options for people living with erectile dysfunction, which is becoming more prevalent in the UK and is still undertreated," said Marc van Unen, Business Unit Head General Medicine. "Levitra orodispersible was developed to help remove the known barriers associated with erectile dysfunction medication by providing men with a more convenient and discreet treatment option which may also help to lessen the embarrassment surrounding the condition. It is hoped that ultimately, the advantages of the new product and its discreet packaging, which includes 120 anti-counterfeiting measures, will reduce the growing numbers of patients purchasing counterfeit pills online and lead to improved patient satisfaction and treatment outcomes in ED overall."

According to the 2009 European Association of Urology Guidelines, the patient has an important role in treatment decisions for ED. Prior to the launch of the new formulation, Bayer commissioned market research on 300 patients and 240 physicians to explore levels of satisfaction with current ED medication. It found that patients' interest in trying the new formulation was high, due to its convenience and product characteristics (e.g. dissolves in the mouth in seconds, there's no need to take it with water and it's discreet). In addition, 9 out of 10 physicians had a positive overall impression of it, particularly with regards to its taste, efficacy and convenience.

The new formulation was approved by the European Commission in September 2010 and is the first and only ED medication to be available in this convenient orodispersible formulation, yet it comes with the proven safety and efficacy and similar pharmacokinetic profile to that of the Levitra film-coated tablet.

Dr Geoff Hackett, Consultant in Sexual Medicine, Good Hope Hospital, Sutton Coldfield said: "Despite the fact that a range of PDE-5 inhibitors exist, uptake has always been relatively low so the majority of ED sufferers go untreated or risk obtaining unregulated medication online." He continued: "I hope that ultimately, the advantages of the new product and its discreet packaging, which includes 120 anti-counterfeiting measures, will reduce the growing numbers of patients purchasing counterfeit pills online and lead to improved patient satisfaction and treatment outcomes in ED overall."

The overall efficacy and safety of Levitra orodispersible tablet has been demonstrated in two large independent clinical trials. These pivotal studies compared the efficacy and safety of the new formulation with placebo after 12 weeks of treatment in a general population of men with ED. These two international twin studies were conducted with identical study design, enrolling a total of 882 men above the age of 18 years who had ED for more than 6 months. For both POTENT I and POTENT II studies, the new formulation was statistically significantly superior to placebo for all primary and secondary efficacy measures (all p<0.0001).
Bayer—First and only melt-in-the-mouth erectile dysfunction (ED) treatment launches in the UK today

Mobile: +44(0)7904 958 323
Email: vanessa.leon@leonpr.com

Sophia Cadman
PR Manager, Bayer HealthCare
Tel: +44 (0)1635 563235
Mobile: +44(0)7908 486844
Email: sophia.cadman@bayer.com

- Ends -

Note to Editors
About Levitra® Orodispersible Tablet
The product packaging incorporates 120 different anti-counterfeiting measures, including:
- The word ‘LEVITRA’ is embossed (tangible) on the surface of the pack and
- The word ‘LEVITRA’ and the flame symbol are repeated on a number of diagonal lines incorporated into the structure of the foil.

Bayer: Science for a Better Life
Bayer is a global enterprise with core competencies in the fields of health care, nutrition and high-tech materials. The company’s products and services are designed to benefit people and improve their quality of life. At the same time Bayer creates value through innovation, growth and high earning power. The Group is committed to the principles of sustainable development and to its role as a socially and ethically responsible corporate citizen. Economy, ecology and social responsibility are corporate policy objectives of equal rank. In fiscal 2009, Bayer employed 108,400 people and had sales of €31.2 billion. Capital expenditures amounted to €1.7 billion, R&D expenses to €2.7 billion. For more information, go to www.bayer.com

About Bayer HealthCare
The Bayer Group is a global enterprise with core competencies in the fields of health care, nutrition and high-tech materials. Bayer HealthCare, a subgroup of Bayer AG with annual sales of more than EUR 16.913 billion (2010), 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, Medical Care and Pharmaceuticals divisions. Bayer HealthCare’s aim is to discover and manufacture products that will improve human and animal health worldwide. Bayer HealthCare has a global workforce of 55,700 employees and is represented in more than 100 countries. Find more information at www.bayerhealthcare.com

Forward-Looking Statements
This release may contain forward-looking statements based on current assumptions and forecasts made by Bayer Group or subgroup 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 Bayer’s public reports which are available on the Bayer website at www.bayer.com. The company assumes no liability whatsoever to update these forward-looking statements or to conform them to future events or developments.

References
1. Bayer HealthCare Levitra® orodispersible tablets summary of product characteristics, updated September 2010
4. Bayer HealthCare erectile dysfunction market research, conducted by the PSL Group in May/June 2006

UK.PH.GM.LVT.2010.055
Prepared in March 2011