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One A Day® and Ellen DeGeneres Team Up to Deliver a Message to Women About Breast Cancer Through The “One A Day Women’s Wake-Up Call” Program

MORRISTOWN, N.J., September 25, 2008 - Although breast cancer awareness is at an all-time high, a recent study by the Centers for Disease Control suggests that the number of women over 40 getting annual mammograms is declining. To help address this issue, Ellen DeGeneres and the makers of One A Day multivitamins have teamed up to issue a call to action for women nationwide to take an active approach to help maintain their own breast health through the “One A Day Women’s Wake-Up Call” program.

During September and October, the “One A Day Women’s Wake-Up Call” program offers everyone the opportunity to go to the One A Day Web site at www.oneaday.com and register to have a free personalized phone call from Ellen DeGeneres sent to their friends and loved ones to advise them about the simple things they can do to help support their own breast health.

The goal of the program is to reach as many women as possible by the end of October. In addition, One A Day will make a donation to The Breast Cancer Research Foundation® to help fund innovative clinical research and also increase public awareness about the importance of doing simple things to support good breast health.

“This is such an important and exciting program for One A Day,” said Jay Kolpon, Vice President, Marketing, Bayer HealthCare. “We believe that sending or receiving a telephone or email message about this vital health issue will help empower women nationwide to take an active role in supporting their breast health. And, we couldn’t have better partners in this effort than Ellen DeGeneres and The Breast Cancer Research Foundation because they share our strong commitment to women’s health.”

Every three minutes a woman in the United States is diagnosed with breast cancer and according to the American Cancer Society, the chance of a woman having invasive breast cancer at some point during her life is about 1 in 8. This is why it is incredibly important for women to do what they can to maintain their breast health.

“On behalf of The Breast Cancer Research Foundation, I’m thrilled that One A Day is issuing the ‘One A Day Women’s Wake-Up Call’ because raising awareness of breast cancer, the most commonly diagnosed cancer among women in the United States other than skin cancer, is only half the battle. Women also need to take action, and this program can help them do that. Early detection can save lives.” said Myra Biblowit, President, The Breast Cancer Research Foundation.

In addition to signing up to send a Wake-Up Call, women should get an annual mammogram, conduct self-exams and take *One A Day Women’s* multivitamins formulated with twice the daily value of vitamin D. Emerging research suggests that 1000 IUs of vitamin D per day can help support breast health.

For more information about how to send a "One A Day Women's Wake-Up Call" from Ellen, visit www.oneaday.com.

About One A Day Multivitamins

Bayer Consumer Care's complete line of *One A Day* products provides gender-specific and performance/lifestyle benefits based on individual health needs. The *One A Day* multivitamin line includes *One A Day Men's Health Formula* specially formulated with selenium for prostate health; *One A Day Men's 50+ Advantage* which includes selenium for prostate health and ginkgo to support memory and *One A Day Women's 50+ Advantage* with calcium and vitamin D for bone strength and breast health and ginkgo to support memory and concentration, *One A Day WeightSmart Advanced* for targeted nutritional and energy support, *One A Day Women's Prenatal* with DHA and folic acid to support healthy fetal brain and eye development, *One A Day Women's Active Mind & Body* to support mental alertness and physical energy, *One A Day Teen Advantage for Her* to help address teen girls' important health concerns like healthy skin and *One A Day Teen Advantage for Him* to address teen boys' important health concerns like healthy muscle function. For more information about *One A Day* multivitamins, visit www.oneaday.com.

About The Breast Cancer Research Foundation

The Breast Cancer Research Foundation® was founded in 1993 by Evelyn H. Lauder as an independent, not-for-profit 501(c) (3) organization dedicated to funding innovative clinical and translational research. The Foundation supports scientists at top universities and academic medical centers worldwide conducting the most advanced and promising breast cancer research that will lead to prevention and a cure in our lifetime. A minimum of 85 cents of each dollar donated to the Foundation goes directly to breast cancer research and awareness programs. In October 2008, nearly \$35 million will be awarded to 166 scientists across the United States and in Australia, Canada, Latin America, the Middle East, and throughout Europe. And for the seventh consecutive year, BCRF received Charity Navigator's highest rating, four stars, thus outperforming over 99% of the evaluated charities, while the American Institute of Philanthropy has awarded BCRF its highest possible rating of A+. BCRF is the only breast cancer organization in the U.S. to receive these accolades. For more information, visit www.bcrfcure.org or call 1.866.FIND.A.CURE.

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