



April 13, 2005

TO: Bayer HealthCare, Diagnostics Division
National Distribution Contracting Inc. Distributors

SUBJECT: "Your Choice" Promotion
Allowance #3461

New Guidelines

PROMOTION

PERIOD: April 1, 2005 through December 31, 2005

Bayer HealthCare, Diagnostics Division is pleased to introduce a new program that provides your customers the opportunity to acquire the **Clinitek® 50 Analyzer** through the purchase of Bayer's most frequently used reagent products. The new program is designed for your customers to purchase products that meet their testing needs or try new products and acquire a new analyzer. The program's flexibility eliminates the need for multiple promotions, utilizes a consistent purchase point system and puts the Distributor in control of pricing.

PROMOTION DETAILS:

- ◆ Bayer point-of-care urinalysis analyzers can be acquired through the purchase of the reagent products listed in the table below with the assigned Unit Point Value.
- ◆ To acquire a **Clinitek 50 Analyzer**, the reagent points purchased must total **minimum 40 points**. One-year manufacturer warranty is included per instrument.
- ◆ Any combination of reagent products can be purchased to achieve the required total point value per instrument. All reagents must be purchased on a single order and/or single date to qualify for the Promotion. Multiple dated invoices to achieve the total point value will not be accepted.
- ◆ **Reagent products will be shipped from Distributor inventory.** Clinitek Analyzers will be drop-shipped directly to end-users from Bayer.

Reagent Product	Unit Point Value
Clinitek® Microalbumin, #2083	4
Multistix® 10SG, #2161	2
Multistix® 8SG, #2164	2
Uristix® 4 100s, #2166	1

No Unit Limit



Clinitek® 50 Analyzer
Total 40 points
Allowance #3461

Clinitek® 50 Promo – 40 Point Example

Reagent Product	Unit Point Value		Total Reagent Units		Total Points
Multistix® 10SG 100s, #2161	2	x	10	=	20
Uristix® 4 100s, #2166	1	x	4	=	4
Clinitek® Microalbumin 25s, #2083	4	x	4	=	16
Total Points Purchased					40

Clinitek® 50 Promo – 40 Point Example

Reagent Product	Unit Point Value		Total Reagent Units		Total Points
Multistix® 10SG 100s, #2161	2	x	5	=	10
Multistix® 8SG 100s, #2164	2	x	5	=	10
Uristix® 4 100s, #2166	1	x	8	=	8
Clinitek® Microalbumin 25s, #2083	4	x	3	=	12
Total Points Purchased					40

- ◆ Complete the attached Promotion FAX Order Form and submit it to Bayer with a copy of the Distributor customer invoice for qualifying reagent purchases. **All reagent purchases must be on a single order and/or single date to qualify for the “Your Choice” Promotion.** Please reference [Allowance #3461 for a Clinitek 50 Analyzer](#).

PROMOTION TERMS AND CONDITIONS:

This promotion cannot be combined with any other Clinitek Analyzer offer from Bayer HealthCare. Bayer reserves the right to modify or discontinue this promotion at any time by written notification to Bayer HealthCare authorized Distributors based on availability.

Please refer any order inquiries to Bayer HealthCare, Diagnostics Division, Customer Order Services Department at 1-800-248-2637 or FAX 1-800-863-6882.

Distributor agrees to include the following language, or equivalent in any purchase order or sales agreement with its customers for any Bayer products: Customer agrees: (i) not to seek reimbursement from any private or public (e.g. Medicare or Medicaid) insurance for any analyzer or additional warranty service provided at no additional charge or at reduced charge by Bayer; or, in the alternative, (ii) to properly disclose and appropriately reflect discounts or price reductions, including items provided at no additional charge or at reduced charge by Bayer, in such costs claimed or charges made for reimbursement, or in response to requests by government agencies for such price reduction and disclosure.

Sincerely,



Karen Curtis-Miller
 Manager, Trade Services & Contract Compliance
 Enclosure

"Your Choice" Promo – Bayer HealthCare Fax Order Form

Action: Please complete and submit the Promotion Order Form to Bayer with a copy of the Distributor customer invoice for qualifying reagent purchases. All reagents must be purchased on a single order and/or single date. Multiple dated invoices will not be accepted.

Note: *designates required information fields for Bayer order processing. Distributors will be contacted directly about orders received with incorrect point totals and/ or without required information.

Promotion Period: April 1, 2005 through December 31, 2005

Fax to: Bayer HealthCare, Diagnostics Division Order Services at 1-800-863-6882.

Shipments: Clinitek® 50 Analyzer, with 1-year warranty will be made directly to the following account.

Clinitek Status™ Analyzer with 1-year warranty will be made directly to the following account.

*Customer Name: _____

*Customer Address: _____ Customer P.O.# (If Applicable) _____

*City: _____ *State: _____ *Zipcode: _____

*Contact Person: _____ *Telephone Number: () _____

*Distributor Name: _____ *Distributor Account Number _____

*Address: _____ *Telephone Number: () _____

*Distributor P.O. # _____

Distributor Sales Rep _____ Telephone Number: () _____

		Clinitek® 50 Promo 40 Points, #3461	
Reagent Product	Unit Point Value	Reagent Unit Totals	Total Unit Points
Clinitek® Microalbumin 25s, #2083	4		
Multistix® 10SG 100s, #2161	2		
Multistix® 8SG 100s, #2164	2		
Uristix® 4 100s, #2166	1		
Total Points Purchased			

Distributor agrees to include the following language, or equivalent in any purchase order or sales agreement with its customers for any Bayer products: Customer agrees: (i) not to seek reimbursement from any private or public (e.g. Medicare or Medicaid) insurance for any analyzer or additional warranty service provided at no additional charge or at reduced charge by Bayer; or, in the alternative, (ii) to properly disclose and appropriately reflect discounts or price reductions, including items provided at no additional charge or at reduced charge by Bayer, in such costs claimed or charges made for reimbursement, or in response to requests by government agencies for such price reduction and disclosure.

Please refer any order inquiries to Bayer HealthCare, Diagnostics Division, Customer Order Services Department at 1-800-248-2637 or please FAX: 1-800-863-6882.

This promotion cannot be combined with any other Clinitek Analyzer offer from Bayer HealthCare.

Bayer HealthCare reserves the right to modify or discontinue this promotion at any time by written notification to Bayer HealthCare authorized Distributors based on availability.