



FOR IMMEDIATE RELEASE

**BAXTER MARKS WORLD HEMOPHILIA DAY BY REAFFIRMING
ONGOING COMMITMENT TO PARTNERING WITH COMMUNITY TO
RAISE STANDARD OF HEMOPHILIA CARE AROUND THE WORLD**

Launches “The Many Faces of Bleeding Disorders” educational video podcast together with the World Federation of Hemophilia

MISSISSAUGA, ON, April 15, 2010— In observance of World Hemophilia Day, Baxter Corporation today reaffirmed its ongoing commitment to optimizing hemophilia care and improving the lives of people with hemophilia worldwide. With proper care and treatment, people with bleeding disorders can live longer, more fulfilling lives than ever before, but tragically, worldwide 75 per cent of people with bleeding disorders do not receive adequate treatment, and significant disparities in care exist between developed and developing countries.^{1,2} To help address these disparities, Baxter, in its continued work with the World Federation of Hemophilia (WFH), today made available “The Many Faces of Bleeding Disorders – United to Achieve Treatment for All” educational video podcast (available at www.wfh.org/whd) and reaffirmed its support for WFH and humanitarian aid partner, AmeriCares, to provide therapies for people living with hemophilia who are most in need.

“Doctors and researchers know so much more about hemophilia than they did just a few decades ago. With effective treatment options and the availability of comprehensive care, most people born with hemophilia in Canada today can expect to live long and healthy lives. It’s our hope that all the progress we’ve seen here translates to all countries around the world.” said Serge Messerlian, Business Unit Director, BioScience, Baxter Corporation.

BAXTER MARKS WORLD HEMOPHILIA DAY BY REAFFIRMING ONGOING COMMITMENT TO PARTNERING WITH COMMUNITY TO RAISE STANDARD OF HEMOPHILIA CARE AROUND THE WORLD- Page 2

Supporting access through community participation

To help raise the standard of care and provide access to treatment for the global hemophilia community, Baxter makes available a number of resources, including education, advocacy programs and support, and clinician support.

The Many Faces of Bleeding Disorders – United to Achieve Treatment for All video podcast was created to raise awareness of the impact of bleeding disorders, including hemophilia, symptomatic carriers of hemophilia, von Willebrand disease, rare factor deficiencies and inherited platelet disorders, and calls attention to disparities in care. The podcast is available at www.wfh.org/whd in English, with French sub-titles. An audio-only version is also available.

“The global community has made significant progress for people with hemophilia, and we need to work at research and development in some of the lesser known bleeding disorders to achieve an optimal level of care so that we can truly offer treatment for all,” said Mark Skinner, president, World Federation of Hemophilia. “We are grateful to Baxter for its support of ‘The Many Faces of Bleeding Disorders’ video podcast because it highlights an important factor in that continued progress – a concerted effort by the research, medical, advocacy and patient communities is needed to ensure broad-based access to care and treatment.”

Baxter continues to support a multi-year commitment to WFH’s Global Alliance for Progress (GAP) program as the founding and leading sponsor. Through these programs, in addition to an ongoing relationship with humanitarian aid partner AmeriCares, Baxter has reached those living with hemophilia in underserved countries with over 10 million international units of much needed factor replacement therapy donations over the past several years. Looking forward, Baxter remains committed to the WFH GAP program, pledging further donations for 2010 and beyond and will continue to support AmeriCares in responding to those in need.

BAXTER MARKS WORLD HEMOPHILIA DAY BY REAFFIRMING ONGOING COMMITMENT TO PARTNERING WITH COMMUNITY TO RAISE STANDARD OF HEMOPHILIA CARE AROUND THE WORLD- Page 3

For World Hemophilia Day, Baxter Corporation celebrates the people living their lives to the fullest every day – *Hemophilia Heroes*. In 2010, Baxter is shining a spotlight on MJ (Michael Justin) O’Grady, a grade 12 student at Notre Dame Catholic Secondary School in Burlington, ON. MJ hasn’t allowed his hemophilia to get in his way of dreaming big and going for it. Instead of staying away from the activities he loves, like sports, travel and camping, MJ has discovered how to fully participate.

“Compared to other kids my age I’m living a pretty active life – I’m not missing out on anything I want to do,” says MJ. “I have to make safe decisions and make sure to take my treatment regularly to help prevent bleeds, but living with hemophilia isn’t stopping me from following my dreams.”

Advancing new treatments that may improve patient outcomes

Baxter continues to invest in the future of bleeding disorder care by applying its breadth and depth of hemophilia expertise to develop new therapies to treat hemophilia A and B, patients with inhibitors and von Willebrand disease (VWD). A Phase I clinical study is underway to evaluate the pharmacokinetics, safety and tolerability of recombinant von Willebrand factor (rVWF) in Type 3 VWD patients. Earlier this year, Baxter initiated a Phase I dose finding study for an oral non-anticoagulant sulfated polysaccharide (NASP) with a novel pathway to determine if it has utility as adjunctive therapy in the prevention of bleeding episodes and enhancement of clotting function in hemophilia patients, including those with inhibitors. Additionally, a preclinical program is exploring multiple approaches in the development of a longer-acting FVIII molecule.

Ensuring patient access to appropriate therapies

Baxter has a history of providing a reliable and consistent supply of hemophilia therapy. Baxter understands that the needs of the global hemophilia community are rising due to the expanded geographic demand for recombinant factor VIII (rFVIII) therapies, improving standards of care in developing countries, increased prophylactic use of FVIII therapies (for therapies approved for prophylaxis) and the changing profile of hemophilia patients, whose life expectancy has increased dramatically. The company is

BAXTER MARKS WORLD HEMOPHILIA DAY BY REAFFIRMING ONGOING COMMITMENT TO PARTNERING WITH COMMUNITY TO RAISE STANDARD OF HEMOPHILIA CARE AROUND THE WORLD- Page 4

committed to meeting these current and changing future needs of the global hemophilia community.

About World Hemophilia Day

World Hemophilia Day occurs each year on April 17. Since its creation in 1989 in honour of the World Federation of Hemophilia's founder Frank Schnabel, World Hemophilia Day has served as an opportunity to increase awareness of hemophilia and other bleeding disorders and their impact on the global community.

About Hemophilia

Hemophilia is a rare genetic blood clotting disorder that primarily affects males.¹ People living with hemophilia do not have enough of, or are missing, one of the blood clotting proteins naturally found in blood.¹ Two of the most common forms of hemophilia are A and B.¹ In people with hemophilia A, clotting FVIII is not present in sufficient amounts or is absent.¹ Without enough FVIII, people with hemophilia can experience spontaneous, uncontrolled internal bleeding that is painful, debilitating, damaging to joints and potentially fatal.¹ People with hemophilia B (also called Christmas disease) do not have sufficient amounts of clotting factor IX.¹ In about 30 percent of cases, there is no family history of hemophilia and the condition is the result of a spontaneous gene mutation.¹ According to the World Federation of Hemophilia, more than 400,000 people in the world have hemophilia.² In Canada, hemophilia affects approximately 3,800 people. All races and economic groups are affected equally.²

About VWD³

VWD is the most common type of bleeding disorder and affects both men and women. Patients with VWD either produce insufficient VWF or carry defective VWF and may experience problems with forming clots to stop bleeding. It is estimated that up to one percent of the world's population suffers from VWD, but because many people have only mild symptoms, only a small number of them may know they have it. Research has suggested that as many as nine out of 10 people with VWD have not been diagnosed.

BAXTER MARKS WORLD HEMOPHILIA DAY BY REAFFIRMING ONGOING COMMITMENT TO PARTNERING WITH COMMUNITY TO RAISE STANDARD OF HEMOPHILIA CARE AROUND THE WORLD- Page 5

There are three major subtypes of VWD. Type 3 VWD is usually the most severe form, as patients have very little or no VWF. Patients with Type 3 VWD experience primarily mucosal bleeds, such as nosebleeds, and in women, severe menstrual bleeding, but can also suffer from bleeding into muscles and joints.

About Baxter

As a subsidiary of Baxter International Inc., Baxter Corporation (Canada) manufactures and markets products that save and sustain the lives of people with hemophilia, immune disorders, infectious diseases, kidney disease, trauma and other chronic and acute medical conditions. As a global, diversified healthcare company, Baxter applies a unique combination of expertise in medical devices, pharmaceuticals and biotechnology to create products that advance patient care worldwide. More information: www.baxter.ca.

#

Media Contacts:

Lan Lai-Minh
(905) 281-6454
lan_lai_minh@baxter.com

References

1. Frequently Asked Questions About Hemophilia. World Federation of Hemophilia. Accessed on: 18 February 2010. Available at: http://www.wfh.org/2/1/1_1_1_FAQ.htm.
2. What is Hemophilia? World Federation of Hemophilia. Accessed on: 18 February 2010. Available at: www.wfh.org/2/1/1_1_Hemophilia.htm.
3. What is Von Willebrand Disease? World Federation of Hemophilia. Accessed on: 1 March 2010. Available at: http://www.wfh.org/2/1/1_2_VWD_What-is-VWD.htm.