

BD Named 2015 Outstanding Corporate Innovator (OCI) Winner by Product Development and Management Association (PDMA)

CHICAGO, IL, Sept. 15, 2015 – The Product Development and Management Association (PDMA), the premier global advocate for product development and management professionals, announced today that it has awarded the 2015 Outstanding Corporate Innovator (OCI) Award to BD (Becton, Dickinson and Company) (NYSE: BDX).

BD's focus on innovation has provided a framework to integrate the business, make acquisitions and coordinate actions vertically, from the top through operating levels of the company.

The OCI Award is the only innovation award which recognizes sustained (five or more years) and quantifiable business results from new products and services. Including BD, there have been 52 organizations to be granted the OCI Award over the course of its 25 year history. Past winners have included, DuPont, Merck, FedEx, Harley Davidson, Starbucks and Xerox.

BD will deliver a presentation on their sustained innovation success at the PDMA 2015 Annual Conference, being held Nov. 7-11 in Anaheim, Calif.

"The OCI Committee believes that the corporate commitment to innovation at BD, its new product development practices and its results are worthy of PDMA's highest form of recognition," said Suzanne Thompson, Chair, OCI Selection Committee and Vice President R&D, Diversey Care at Sealed Air. "We were particularly impressed with BD's transformation journey to create more of an innovation culture, portfolio management and focus on 'outside the home court' and governance processes."

"BD's strategy is simply to apply technology and clinical knowledge to make healthcare more effective, efficient and safe; and our global innovation system is designed to support this strategy," said Dr. Ellen Strahlman, Executive Vice President of Research & Development, and Chief Medical Officer at BD. "We are honored to receive this prestigious recognition that validates the relentless corporate commitment to innovation and the hard work of thousands of BD associates over many years in bringing new health innovations to the market. Our goal is to ensure that our innovations reach every patient around the world who needs them most, to save and improve their lives."

The 2015 OCI Award will be presented to BD at the annual OCI Awards ceremony on Nov. 10 during the PDMA Annual Conference.

For more information about PDMA's OCI Award, visit www.pdma.org/OCIAward.

About PDMA

The Product Development and Management Association (PDMA) is the premier global advocate for product development and management professionals. Its mission is to improve the effectiveness of individuals and organizations involved in the integrated activities related to all areas of product development and management.

PDMA is the only organization that focuses on addressing this challenge by bringing together academics, professionals and solution providers in a community driven to accelerate the contribution innovation makes to the economic and professional growth of people, businesses and societies around the world. To learn more, visit www.pdma.org.

About BD

BD is a global medical technology company that is advancing the world of health by improving medical discovery, diagnostics and the delivery of care. BD leads in patient and health care worker safety and the technologies that enable medical research and clinical laboratories. The company provides innovative solutions that help advance medical research and genomics, enhance the diagnosis of infectious disease and cancer,

improve medication management, promote infection prevention, equip surgical and interventional procedures, optimize respiratory care and support the management of diabetes. The company partners with organizations around the world to address some of the most challenging global health issues. BD has more than 45,000 associates across 50 countries who work in close collaboration with customers and partners to help enhance outcomes, lower health care delivery costs, increase efficiencies, improve health care safety and expand access to health.

For more information on BD, please visit bd.com.

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