

BD Named Industry Champion on FORTUNE's List of the 'World's Most Admired Companies'

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BD (Becton, Dickinson and Company), a leading global medical technology company, has been selected by FORTUNE Magazine as one of the World's Most Admired Companies and ranked #1 in the Medical and Other Precision Equipment category, according to its peers.

The list is based on survey results ranking companies' Nine Key Attributes of Reputation. Among these areas, BD ranked #1 in Financial Soundness, People Management, Quality of Management, Quality of Products/Services and Use of Corporate Assets as well as #2 in Global Competitiveness and Long-term Investment. The 2010 list marks BD's best overall ranking to date.

"We are very pleased to receive this recognition, which is testament to the dedication of our 29,000 associates around the globe who work every day to help all people live healthy lives," said Edward J. Ludwig, Chairman and Chief Executive Officer.

Published in the March 22 issue of FORTUNE, the World's Most Admired Companies listing encompasses 346 organizations, including twelve in the Medical and Other Precision Equipment category. The survey process was conducted by Hay Group and focused on approximately 1,400 companies chosen from the Fortune 1,000 listing, non-U.S. companies in Fortune's Global 500 database with revenue of \$10 billion or more and the top foreign companies operating in the U.S.

About BD

BD is a leading global medical technology company that develops, manufactures and sells medical devices, instrument systems and reagents. The Company is dedicated to improving people's health throughout the world. BD is focused on improving drug delivery, enhancing the quality and speed of diagnosing infectious diseases and cancers, and advancing research, discovery and production of new drugs and vaccines. BD's capabilities are instrumental in combating many of the world's most pressing diseases. Founded in 1897 and headquartered in Franklin Lakes, New Jersey, BD employs approximately 29,000 associates in approximately 50 countries throughout the world including a site in Plymouth. The Company serves healthcare institutions, life science researchers, clinical laboratories, the pharmaceutical industry and the general public. For more information, please visit www.bd.com

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