

New Partnership between “Talking” Epinephrine Auto-Injector, Allerject™, and the Montreal Impact

Montreal, May 8, 2014 – Sanofi Canada is proud to announce that Allerject™, its epinephrine auto-injector, is now an official partner of the *Montreal Impact*.

Allerject™ is teaming up with the professional soccer club and its home, Stade Saputo, to promote public awareness of severe allergies and the emergency treatment of anaphylaxis.

The Montreal Impact and its Academy teams are already big fans of Allerject™, stocking the auto-injector in their emergency medical kits. Stade Saputo also keeps Allerject™ at its first-aid stations.

The new partnership agreement will see the creation of an Allerject™ Zone at the stadium where fans will learn about what anaphylaxis is, and about the latest 'talking' epinephrine auto-injector, Allerject™.

"This a tremendous opportunity for Sanofi Canada not only to support the great game of soccer and a favourite sports team in our community, but also to work with the Impact organization and its many fans in building public awareness of anaphylaxis and how to be prepared in the event of an emergency," said Sanofi Canada President and CEO, Jon Fairest.

A media event will be held soon to officially announce the partnership.

For more information about Allerject™, visit www.allerject.ca or follow us on Twitter (@Allerject). For more information about the Montreal Impact, visit impactmontreal.com, follow @impactmontreal on Twitter and impactmontreal on [Facebook](#).

About Sanofi

Sanofi, a global healthcare leader, discovers, develops and distributes therapeutic solutions focused on patients' needs. Sanofi has core strengths in the field of healthcare with seven growth platforms: diabetes solutions, human vaccines, innovative drugs, consumer healthcare, emerging markets, animal health and the new Genzyme. Sanofi is listed in Paris (EURONEXT: SAN) and in New York (NYSE: SNY).

Sanofi entities in Canada include Sanofi Canada (pharmaceuticals), Sanofi Pasteur (vaccines), Sanofi Consumer Health (cosmeceuticals, over-the-counter products and specialty care), Genzyme (rare diseases) and Merial (animal health). Together they employ close to 1,700 people across the country. In 2013 Sanofi companies invested \$125.1 million in R&D in Canada, creating jobs, business and opportunity throughout the country.

About the Montreal Impact

The Montreal Impact made its debut in 1993. The club now has 11 teams under its banner (MLS, U23, U18, U16, U14, U13, U12, U11, U10, U9 and U8), including its own sports scholastic program. The 2014 season marks the club's third year in MLS, the most prestigious soccer league in North America. In second division, the club won three league championships (1994, 2004 and 2009), five regular season titles (1995, 1996, 1997, 2005 and 2006), one Canadian Championship and made it to the quarterfinal round of the CONCACAF Champions League in 2009. In 2013, the club won its second Canadian Championship and also qualified for the MLS playoffs for the first time. Stade Saputo, home of the club since 2008, was expanded to 20,801 seats for MLS.

- 30 -

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