

St-Hubert to Stock Allerject® Epinephrine Auto-Injectors Making its Restaurants Safer for those at Risk of Severe Food Allergies

MONTREAL (August 20, 2015) – The St-Hubert restaurant chain is teaming up with Sanofi Canada to stock Allerject® epinephrine auto-injectors in all of its 117 locations in Quebec, Ontario and New Brunswick.

Allerject® is used for the emergency treatment of serious allergic reactions. Les Rotisseries St-Hubert will store Allerject® in both adult and children's dosages as a back-up in emergency situations. The restaurants will also receive anaphylaxis training kits to help ensure St-Hubert employees are trained and prepared in the event of a severe allergic reaction.

"This announcement is great news for the severe allergy community, and it demonstrates St-Hubert's continued efforts and leadership in meeting the needs of its customers, including those living with the risk of anaphylaxis," says Dominique Seigneur, Director of Development and Communications of l'Association québécoise des allergies alimentaires (AQAA).

St-Hubert has a history of caring for its food allergic customers. In 2004, it eliminated the use of nuts and peanuts from its menu. "Having Allerject® auto-injectors in all our restaurants is another step we can take in better caring for our clients," says Richard Scofield, Vice-President Operations, Les Rôtisseries St-Hubert.

The company notes that severely allergic individuals are always advised to carry their own auto-injectors and that the Allerject® stocked by St-Hubert are for backup in an emergency.

Tracey Ramsay, Vice-President of the Hospital, Specialty and Consumer Unit at Sanofi Canada, which distributes Allerject®, explains that having backup epinephrine auto-injectors is important because of the role epinephrine plays in the treatment of severe allergic reactions when the unexpected can occur.

"Someone having a severe allergic reaction may have forgotten their auto-injector or an extreme reaction may require a second injection," says Ramsay. "By partnering with St-Hubert restaurants, we are working together to build awareness of severe allergic reactions and how to be prepared in the event of an emergency."

Approximately 7% of Canadians self-report having at least one food allergy. (1) *Anaphylaxis is a condition that can escalate in minutes to include serious respiratory or blood-pressure symptoms, and it can be life-threatening. The immediate injection of epinephrine is the indicated treatment.*

Equipping all St-Hubert restaurants with Allerject® is expected to be completed by September 15, 2015.

About St-Hubert

Founded in 1951, Rotisseries St-Hubert Ltd. has more than 10,000 employees and 117 rotisserie restaurants serving more than 31 million meals annually. Its retail division makes sauces, soups, ribs and meat pies for sale in supermarkets. Based in Laval, Que., the company is privately owned. For more information about St-Hubert, please visit <http://www.st-hubert.com>.

About Allerject®

Allerject® is the first and only epinephrine auto-injector with voice instructions that 'talk' people through the injection process. As well, it is designed to be compact, convenient and discreet to carry – it fits comfortably in a pocket or small purse. Allerject® is distributed by Sanofi Canada.

Allerject® is indicated for the emergency treatment of anaphylactic reactions in patients who are determined to be at increased risk for anaphylaxis, including individuals with a history of anaphylactic reactions. After injection seek immediate medical attention. All individuals receiving emergency epinephrine must be immediately transported to hospital, ideally by ambulance, for evaluation and observation. This product may not be right for you, always read and follow the label. To learn more, visit www.allerject.ca.

About AQAA

Founded in 1990, the Quebec Food Allergy Association's mission is to promote safety and improve the quality of life for families and individuals living with food allergy through advocacy, support, education and training.

About Sanofi – www.sanofi.ca

Sanofi, a global healthcare leader, discovers, develops and distributes therapeutic solutions focused on patients' needs. Sanofi has core strengths in diabetes solutions, human vaccines, innovative drugs, consumer healthcare, emerging markets, animal health and 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. In 2014 Sanofi companies invested \$130.5 million in R&D in Canada, creating jobs, business and opportunity throughout the country.

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- 30 -

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(1) *Overall Prevalence of Self-reported Food Allergy in Canada*, L. Soller et al, Journal of Allergy and Clinical Immunology (2012). doi: 10.1016/j.jaci.2012.06.029
