



## Sanofi Re-Introduces Rolaid<sup>®</sup> in the United States

*-- Addition of Iconic Brand Bolsters U.S. Consumer Healthcare Business --*

**Paris, France – September 16, 2013** – Sanofi US and its consumer health business Chattem, Inc., have re-introduced Rolaid<sup>®</sup> to stores across the United States. The iconic brand returns after a three-year hiatus in the marketplace and follows Chattem's acquisition of Rolaid earlier this year.

*"For the last few years there has been a significant gap in the over-the-counter antacid marketplace here in the U.S.,"* said Zan Guerry, Chief Executive Officer, Chattem. *"Starting today, the millions of people who suffer from frequent heartburn and acid indigestion can once again turn to Rolaid to help relieve their symptoms."*

Rolaid is sold in retail stores across the United States and is available in both tablets and a new liquid form. The liquid is a first for the brand, as is new Ultra Strength formulation in both tablets and liquid. Ultra Strength Tablets and Liquid deliver Rolaid's strongest level of acid neutralization.

*"Incorporating Rolaid into Chattem's portfolio further strengthens Sanofi's position as a leader in the U.S. consumer healthcare sector and helps to further diversify our category offerings,"* said Anne Whitaker, President, North America Pharmaceuticals, Sanofi.

Heartburn occurs when the opening between the stomach and esophagus malfunctions and allows stomach acid to enter the esophagus. More than two-thirds of all U.S. adults experience heartburn at least once per month.

Chattem completed the acquisition of the worldwide rights to the Rolaid brand from McNeil Consumer Healthcare Division of McNEIL-PPC, Inc. on January 7, 2013.

### **About Sanofi**

Sanofi, an integrated 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).

### **Forwarding Looking Statements**

*This press release contains forward-looking statements as defined in the Private Securities Litigation Reform Act of 1995, as amended. Forward-looking statements are statements that are not historical facts. These statements include projections and estimates and their underlying assumptions, statements regarding plans, objectives, intentions and expectations with respect to future financial results, events, operations, services, product development and potential, and statements regarding future performance. Forward-looking statements are generally identified by the words "expects", "anticipates", "believes", "intends", "estimates", "plans" and similar expressions. Although Sanofi's management believes that the expectations reflected in such forward-looking statements are reasonable, investors are cautioned that forward-looking information and statements are subject to various risks and uncertainties, many of which are difficult to predict and generally beyond the control of Sanofi, that could cause actual results and developments to differ materially from those expressed in, or implied or projected by, the forward-looking information and statements. These risks and uncertainties*



*include among other things, the uncertainties inherent in research and development, future clinical data and analysis, including post marketing, decisions by regulatory authorities, such as the FDA or the EMA, regarding whether and when to approve any drug, device or biological application that may be filed for any such product candidates as well as their decisions regarding labelling and other matters that could affect the availability or commercial potential of such product candidates, the absence of guarantee that the product candidates if approved will be commercially successful, the future approval and commercial success of therapeutic alternatives, the Group's ability to benefit from external growth opportunities, trends in exchange rates and prevailing interest rates, the impact of cost containment policies and subsequent changes thereto, the average number of shares outstanding as well as those discussed or identified in the public filings with the SEC and the AMF made by Sanofi, including those listed under "Risk Factors" and "Cautionary Statement Regarding Forward-Looking Statements" in Sanofi's annual report on Form 20-F for the year ended December 31, 2012. Other than as required by applicable law, Sanofi does not undertake any obligation to update or revise any forward-looking information or statements.*

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