



NATIONAL CAMPAIGN SHOWS VETERANS WHY “IT’S WORTH THE FIGHT” AGAINST ADVANCED PROSTATE CANCER

Sanofi Collaborates with Leading Health Organizations to Help Men Take More Proactive Stance in Managing Their Disease

Bridgewater, NJ – November 11, 2011 – This Veterans Day, November 11, 2011, marks the national launch of an educational campaign designed to show veterans that “It’s Worth the Fight” against advanced prostate cancer. The campaign was created by Sanofi US in collaboration with Men’s Health Network (MHN), Women Against Prostate Cancer (WAPC), and the Veterans Health Council (VHC).

“Men’s Health Network is focused on men’s health issues, which is why we were excited to work on this campaign about advanced prostate cancer with Sanofi, WAPC and VHC,” said Scott Williams, vice president of MHN. “Prostate cancer – and particularly advanced prostate cancer – is of special importance to Vietnam veterans because of their age and possible exposure to Agent Orange. This campaign urges them to summon the same resolve they used in the service of this country to find the support and treatments they need because their health is truly worth the fight. While our focus is on veterans, this message should resonate with all men facing this disease.”

“It’s Worth the Fight” began with an educational event for veterans and their families at the Washington DC VA Medical Center. The event was recorded and may now be viewed by veterans across the U.S. through a webcast released in conjunction with Veterans Day. The webcast is accessible via the websites of MHN (<http://www.menshealthnetwork.org/>), WAPC (<http://www.womenagainstproustatecancer.org/>), and the VHC (<http://www.veteranshealth.org/>) alongside a Self-Assessment and Discussion Guide designed to help men monitor and talk to their healthcare team about their prostate health, their overall health, and their treatment options.

Featuring presentations by a medical expert as well as representatives of MHN, WAPC, and VHC, the “It’s Worth the Fight” webcast provides information about advanced prostate cancer, its treatment and available support and resources, while emphasizing the importance of following the “three C’s”:

- Communicate as your prostate cancer advances:
 - You’re not alone – there are steps you can take to cope with advanced prostate cancer.
 - Be proactive and talk to your family. Use your family as a resource to educate yourself about the disease and your options.
- Consult a team of health professionals:
 - Working with a multidisciplinary team (MDT) of experts – including your urologist, medical oncologist, radiation oncologist and other healthcare professionals – you can help improve treatment outcomes.
- Consider all your options:
 - There are several treatment options available to you, even if your prostate cancer is in the advanced stages, and it’s important to consider them all with your MDT to determine what’s right for you.



“In my practice I have seen many men with advanced prostate cancer who don’t realize there are more options for them. In fact, there have been advances in several therapeutic areas for the treatment of advanced disease, including chemotherapy,” said Nancy A. Dawson, MD, the William M. Scholl Professor of Medicine and Oncology and director of Genito-Urinary Medical Oncology at the Lombardi Cancer Center at Georgetown University in Washington, D.C. “That’s why it’s critical for men not to give up the fight and to consider all their treatment options with their oncologist, urologist and other important members of their healthcare team.”

“Sanofi US created this educational initiative as part of the company’s ongoing commitment to fighting advanced prostate cancer,” said Charles Hugh-Jones, M.D., Vice President, Head of Medical Affairs Oncology, Sanofi North America. “Through ‘It’s Worth the Fight,’ our goal is to help provide veterans and men in general with the information they need to talk about and confront this disease.”

To view the video webcast and other downloadable assets, please visit:

<http://www.multimedianewscenter.com/iwtf/its-worth-the-fight-against-advanced-prostate-cancer>.

About Advanced Prostate Cancer

Prostate cancer affects nearly one in every six men in the United States. Among American men, prostate cancer is the second-leading cause of cancer-related death, resulting in more than 33,000 deaths annually. Only lung cancer kills more men with cancer. According to the National Cancer Institute, 15 percent of men diagnosed with prostate cancer have advanced or metastatic disease.

It’s Worth the Fight

“It’s Worth the Fight” is a program designed to shine a light on the special needs of men with advanced prostate cancer. The educational webcast is a continuation of the program, which was launched with a live event at the Washington, D.C. VA Medical Center on October 3rd, 2011. While the program specifically targets veterans, it is relevant for all men at risk of or living with advanced prostate cancer. The campaign calls upon men with prostate cancer and advanced disease (along with the women and family members and friends in their lives) to summon their resolve to help themselves manage the disease.

The program was created by Sanofi, which discovers and makes available oncology therapies for a variety of cancers, including prostate cancer.

About Men’s Health Network

Men’s Health Network (MHN) is a national non-profit organization whose mission is to reach men and their families where they live, work, play, and pray with health prevention messages and tools, screening programs, educational materials, advocacy opportunities, and patient navigation.

Veterans Health Council and Advanced Prostate Cancer

Almost two of every three cases of prostate cancer occur in men older than 65 years, making this disease of particular relevance to veterans, who are either a part of or will soon enter this age group. In a study of more than 13,000 Vietnam veterans, published in 2008, the authors concluded that those who were exposed to the herbicide Agent Orange had an increased risk of prostate cancer and an increased risk of metastatic prostate cancer, compared to those who were not exposed.

The Veterans Health Council (VHC) aims to improve healthcare for veterans by creating an ongoing forum for members of the medical and clinical professions, employee representatives, advocacy organizations, and healthcare firms to discuss, develop, and promote effective efforts to:

- inform veterans and their families about health issues and benefits available to them;
- educate healthcare communities about the multiple health issues associated with military service;



- develop materials on veterans' health issues for medical schools, nursing schools, teaching hospitals, and related educational outlets; and
- support veterans' healthcare initiatives

About Women Against Prostate Cancer

Women Against Prostate Cancer (WAPC) is a national organization working to unite the voices and provide support for the millions of women affected by prostate cancer, and their families. WAPC advocates prostate cancer education, public awareness, screenings, legislation, and treatment options.

About Sanofi Oncology

Based in Cambridge, Massachusetts, USA, and Vitry, France, Sanofi Oncology is dedicated to translating science into effective therapeutics to address unmet medical needs for cancer and organ transplant patients. Starting with a deep understanding of the disease and the patient, Sanofi Oncology employs innovative approaches to drug discovery and clinical development, with the ultimate goal of bringing the right medicines to the right patients to help them live healthier and longer lives. We believe in the value of partnerships that combine our internal scientific expertise with that of industry and academic experts. Our portfolio includes 11 marketed products and more than 15 investigational compounds in clinical development, including small molecules and biological agents.

About Sanofi

Sanofi, a global and diversified 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, rare diseases, consumer healthcare, emerging markets and animal health. Sanofi is listed in Paris (EURONEXT: SAN) and in New York (NYSE: SNY).

Sanofi is the holding company of a consolidated group of subsidiaries and operates in the United States as Sanofi US, also referred to as Sanofi-aventis U.S. LLC. For more information on Sanofi US, please visit <http://www.sanofi.us> or call 1-800-981-2491.

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