



Rolaid's® 'Eat Your Words' Spelling Bee Celebrates America's Favorite, Yet Heartburn-Inducing Foods

*For Millions Of Sufferers, Heartburn Can Be Spelled Many Different Ways
But Relief Can Always Be Spelled R-O-L-A-I-D-S*

CHATTANOOGA, Tenn., May 22, 2014 — For millions of Americans, summertime heartburn can be spelled in many different ways. From spicy barbeque to citrus fruits and the fried food found on beach boardwalks, the season's favorite foods can lead to the discomfort of heartburn and acid indigestion instead of fun in the sun. This summer, we herald how to spell relief with R-O-L-A-I-D-S® by challenging Americans to put their spelling expertise to the test. The first-ever Rolaid's "Eat Your Words" Spelling Bee challenge will be taking place at food festivals across the country, and online now on the Rolaid's Facebook page, www.facebook.com/rolaids.

To view the multimedia assets associated with this release, please click: <http://www.multivu.com/mnr/7227451-rolaids-eat-your-words-spelling-bee>

The Rolaid's "Eat Your Words" Spelling Bee will travel to top summer food festivals affiliated with the national Big Bite Tour, including Taste of Cincinnati, Safeway BBQ Battle in Washington, D.C., Ribfest in Naperville, IL, and the Music City Festival and BBQ Championship in Nashville. Spelling competitions will be held multiple times during each event day at the Rolaid's tent. Winners will receive a Rolaid's "Eat Your Words" Spelling Bee t-shirt, and all participants will receive free samples and coupons.

Rolaid's "Eat Your Words" Spelling Bee participants can show off their culinary know-how by correctly spelling tricky heartburn-related words (such as sriracha or habanero) for prizes and bragging rights. In true form, the makers of Rolaid's will bring you relief in more ways than one, providing every player with a "Rolaid's Relief" pass to get a second chance on a misspelled word.

"With the fast relief of Rolaid's, heartburn won't take you out of the game or keep you from enjoying the goodies you love to eat this summer," said Peter Mertz, Rolaid's Brand Manager at Chattem. "And, we're introducing the Rolaid's 'Eat Your Words' Spelling Bee as a fun and engaging way to celebrate our iconic tagline."

For those who can't make it out to one of the Big Bite festivals, adults 18 or older can play online today via [Facebook](#) and be entered for the chance to win the \$500 grand prize. Winners will be announced when the contest ends on August 23, 2014. There will also be daily prizes (\$25 gift card) and weekly prizes (\$100 gift card) announced during the contest period. All eligible winners will be selected at random.

To learn more about the Rolaid's "Eat Your Words" Spelling Bee, including official rules, and to view a full list of national Big Bite live events, please visit the Rolaid's website at www.rolaids.com or the Rolaid's [Facebook Page](#) for more information.

About Heartburn

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 US adults experience heartburn at least once per month.

About Roloids

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

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).

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.

About Chattem

Chattem, Inc. is the U.S. consumer healthcare division of Sanofi. Founded in 1879 as the Chattanooga Medicine Company, Chattem is now one of the leading manufacturers and marketers of branded consumer healthcare products in the United States. With more than 30 well-known brands, including ACT[®] Fluoride Mouth Rinse, Allegra[®], Cortizone-10[®], Gold Bond[®], Icy Hot[®], Nasacort[®] Allergy 24HR, and Roloids[®], Chattem's products are medicine cabinet staples in millions of homes. For more information, please visit www.chattem.com.

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