

New Diabetes Resource Provides Tools and Support to Families of Newly-Diagnosed Children with Type 1 Diabetes

- “KidCare Kit” offers quick-reference materials and multimedia tools to guide families through the first 30 days following a child’s diagnosis

BRIDGEWATER, NJ – February 3, 2009 – Sanofi-aventis U.S. announced today the availability of the diabetes KidCare Kit, a multimedia resource that will provide children and their families with valuable tools and information to help guide them through the difficult but crucial first 30 days following a diagnosis of type 1 diabetes.

The KidCare Kit was developed in partnership with Children with Diabetes, a national diabetes advocacy group offering support and education for children with diabetes and their families, and is the product of more than a year of research and feedback collected from families of children with diabetes, physicians, certified diabetes educators and other healthcare professionals from across the country. The kit is now available free of charge at participating hospitals and doctor’s offices nationwide to families with children that have just received a diagnosis of type 1 diabetes.

Type 1 diabetes is the most common type of diabetes in children and each year more than 15,000 children are diagnosed with diabetes in the United States, which is approximately 40 children per day. The Juvenile Diabetes Research Foundation International (JDRF) estimates that as many as 3 million Americans may have type 1 diabetes.

“When a child is diagnosed with type 1 diabetes it impacts the entire family and parents can often feel emotionally and physically overwhelmed in the first weeks and months following their child’s diagnosis,” stated Jeff Hitchcock, founder and CEO of Children with Diabetes. “With the diabetes KidCare Kit, we hope to provide resources and tools to help these families get through the first 30 days after their child’s diagnosis.”

The KidCare Kit provides a range of multimedia, print and online resources to help guide children with diabetes and their families through the initial time period following a diabetes diagnosis, when the need for information and support is vital. Some of the key features of the KidCare Kit include:

- A detailed brochure with information on understanding and using the kit
- More than 60 diabetes “Quick Cards” for parents, containing basic information about diabetes, how to monitor blood sugar levels and how to measure and administer insulin for their child
- Themed “Give One” cards and brochures for teachers, babysitters and other caregivers, which can be customized with personal details by hand or online, before they are given out. The cards contain information about what to do and who to contact in a diabetes emergency, as well as common symptoms of high blood sugar and low blood sugar
- A DVD featuring testimonials from other families of children with diabetes, their caregivers, and diabetes nurse educators and physicians, to help frame their experiences and offer advice and emotional support to families of newly-diagnosed children, letting them know they are not alone and there are others who understand the challenges they now face
- A “Calorie King” carbohydrate counter book to help families plan meals and anticipate insulin doses based on calculated intake of carbohydrates

“In addition to providing medications that help control blood sugar in patients with type 1 diabetes, sanofi-aventis U.S. is committed to providing patients and their families with support in helping to manage diabetes and the emotional impact of a new diagnosis,” stated Angela Moskow, Vice President, Metabolism Marketing, sanofi-aventis U.S. “We hope the diabetes KidCare Kit will become a valuable resource for families and we are proud to partner with Children with Diabetes to help make this possible.”

Families of recently-diagnosed children with diabetes can download additional customizable “Give One” cards for teachers, coaches, bus drivers, physical education teachers and other caregivers at www.KidCare4Diabetes.com.

For more information about Children with Diabetes, please visit: www.childrenwithdiabetes.com.

About Type 1 Diabetes

Diabetes is a chronic condition in which the body does not produce or properly use insulin, the hormone needed to transport glucose (sugar) from the blood into the cells of the body for energy. In type 1 diabetes, the immune system destroys the insulin-producing beta cells of the pancreas that regulate blood glucose. Since the pancreas can no longer produce insulin, people with type 1 diabetes require daily injections of insulin or insulin pump therapy.

The International Diabetes Federation estimates the global number of children 14 years of age and younger with type 1 diabetes to be 440,000, with 70,000 newly diagnosed cases each year. Type 1 diabetes is one of the most common diseases in school-aged children – about 186,300 young people in the United States under age 20 had diabetes in 2007.

About Children with Diabetes

Children with Diabetes, Inc. (CWD) operates one of the most established, well-trafficked online diabetes communities through www.childrenwithdiabetes.com (online since 1995), promotes the Quilt for Life diabetes awareness project, and hosts Friends for Life conferences to provide education and support for children with diabetes and their families. The inspiration for CWD was personal for founder and president, Jeff Hitchcock; his daughter Marissa was diagnosed with Type 1 diabetes at the age of two. Jeff’s focus was to make a difference in the life of his daughter, and by extension, in the lives of all of the daughters and sons living with diabetes.

**About sanofi-aventis**

Sanofi-aventis U.S. is an affiliate of sanofi-aventis, a leading global pharmaceutical company that discovers, develops and distributes therapeutic solutions to help improve the lives of patients. Sanofi-aventis is listed in Paris (EURONEXT: SAN) and in New York (NYSE: SNY).

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