

**PRESS RELEASE
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Danone Announces First Ever Global Activia Campaign In Partnership with World Famous Superstar Shakira For Its New 'Dare To Feel Good' Campaign

Boucherville, March 12th, 2014 - Activia, the biggest brand within the Danone Dairy portfolio, is set to stage its first-ever global marketing campaign as part of a brand restage, designed to drive the brand's evolving healthy lifestyle positioning. The campaign is centred on an exciting partnership with Shakira as the Colombian-born superstar supports the yogurt brand's new 'Dare to Feel Good' campaign.

Incorporating television, digital, print, outdoor, in-store and public relations, the international collaboration - which launches with a co-ordinated airing of the brand new TV commercial on the 16th March, in over 50 countries worldwide - will bring to life Activia's 'Feeling Good Starts from Within' initiative with a new dance-themed creative that celebrates making your tummy smile.

Filmed in Barcelona, the new TV advertisement features Shakira in a fantasy forest where she is showered with swirls of gold stardust and is seen dancing to express how good she feels inside. Shakira comments: "I believe that taking care of your inner health is the key to personal well-being and the best way for me to communicate about feeling good is through the power of dance."

Shakira's new song 'Dare (La La La)'- included on her brand new album named "Shakira", launching on March 25th 2014 - provides the soundtrack to the TV commercial. Developed by Vinizius Young & Rubicam Barcelona, the commercial's renowned production team also includes Oscar winning art director Eugenio Caballero and award winning Javier Aguirresarobe.

On the partnership, Shakira comments: "Part of why I collaborated with Activia to make the new TV commercial was because I wanted to show how taking care of yourself from the inside, helps you to unlock and express your inner health on the outside. As a performer, it's really important for me to be able to express myself on stage and perform at my best for my fans."

The TVC work includes both a global launch execution and also a locally adaptable format, which enables individual markets to focus on communicating country specific insights and innovation.

It is supported by a comprehensive digital campaign, hubbed from a brand new global URL www.activia.com platform that will house exclusive campaign content including behind the scenes footage of the ad shoot. Designed to deliver worldwide paid, owned and earned content, to drive positive buzz and spread the Activia 'Tummy Smile' online.

The entire campaign is being amplified by a wide-ranging public relations programme including media relations, social engagement, events and sampling.



Luca Casaura, Activia Global VP Marketing at Danone comments, "This globally orchestrated campaign represents not only a first for Activia, but a first for Danone. It is the biggest and most sophisticated multi-market initiative ever undertaken for the Company and we are proud to have the support of one of the world's most famous pop stars as our official ambassador. There's no one better than Shakira to represent the importance of making your tummy smile. She perfectly exemplifies how feeling good on the inside is essential to her self-expression as a world-famous dancer and performer."

For further information on the campaign, including additional exclusive campaign content such as behind the scenes footage [*available to the public on the 14th March*] and the TV commercial [*16th March*] and a chance to win exclusive prizes celebrating the Shakira partnership around the launch of her new album. Please visit, www.activia.com [*website live on the 16th March*].

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About SHAKIRA

Over the course of her career, Colombian singer-songwriter and Grammy winner Shakira has sold over 60 million records worldwide and has won numerous awards including two Grammys, eight Latin Grammys, four World Music Awards, three American Music Awards and five Billboard Music Awards, to name a few. She is the only artist from South America to have a number one song in the US, and has had four of the 20 top-selling hits of the last decade. At the age of 18, she founded the Pies Descalzos (Barefoot) Foundation which currently provides education and nutrition to over six thousand impoverished children in Colombia and is expanding its work to other countries, including newly launched projects in Haiti and South Africa. In October 2011, Shakira was named a member of President Obama's Advisory Commission on Educational Excellence for Hispanics. Shakira served as coach on the 4th season of "The Voice," NBC's hit reality vocal competition series that searches for the nation's best voice. She will return to the show on season 6. Shakira is currently recording her new album.

About Danone Canada

Danone Inc. in Canada is a member of the Danone Group, a world agrifood leader. As a manufacturer and distributor of quality products that combine good taste and healthy ingredients, Danone is currently the largest Canadian producer of yogurt and other fresh dairy products. Danone's mission is to bring improved health through food to as many people as possible. Beyond its commercial interest, the company is convinced that eating one yogurt a day can lead to improved health for everyone – keeping in mind that Danone remains true to its scientific approach and firmly believes in the benefits of its yogurts. For more information, visit www.danone.ca or www.facebook.com/danonecanada

About Activia

Present in more than 70 countries in all 5 continents, Activia is the largest fresh dairy brand, launched by Danone Dairy. Activia contains an exclusive combination of cultures including the famous B.L. Regularis that gives its unique taste. The Activia probiotic yogurt benefits from more than 20 years of research. Activia from Danone contains 1 billion of Bifidobacterium lactis per portion of 100g, a probiotic that contributes to healthy gut flora.



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