



For Immediate Release

DanoneWave Canada Announces Inaugural Sponsorship of Rogers Cup presented by National Bank in Montreal

Boucherville, Quebec (August 2, 2017) - DanoneWave Canada, the country's leading producer of dairy, plant-based products and coffee creamers and beverages, is proud to announce its inaugural sponsorship of the Rogers Cup professional tennis tournament in Montreal, which kicks off on Friday, August 4 at Uniprix Stadium.

The sponsorship will be leveraged to spotlight one of DanoneWave's flagship products, OIKOS, the country's best-selling brand of Greek yogurt. The Rogers Cup was identified as an ideal fit with OIKOS' primary consumer base of professionals with an active, healthy lifestyle. Over 200,000 spectators are anticipated over the course of the 10-day tournament.

Pedro Silveira, President of DanoneWave Canada, applauded the Rogers Cup partnership for its strategic fit with the company's vision. "DanoneWave Canada is very pleased to be associated with the Rogers Cup, one of city's landmark events. This partnership reflects our commitment to celebrating the benefits of a healthy, active lifestyle while giving consumers the opportunity to discover our products in an exciting new environment. Although DanoneWave has a longstanding association with sport through programs like the Danone Nations Cup youth soccer tournament, tennis is a new territory for us in Canada, and we believe that now is the right time to seize this opportunity."

In keeping with DanoneWave Canada's mission to bring health through food to as many people as possible, OIKOS will be featured as a more nutritious meal or snack option to spectators and staff at the event's concession stands, corporate suites, media room and other locations. Rogers Cup participants will experience the product in a variety of environments, ranging from gourmet menu items served in the corporate suites to snack-sized products and smoothies made from OIKOS Greek yogurt at the event's various concession stands. A mobile product sampling team will engage consumers throughout the event site.

OIKOS will also leverage the sponsorship to engage online Influencers via activations at an exclusive corporate suite on August 9 and 10. Various personalities will be invited to enjoy the afternoon and evening matches in a customized environment that includes a branded yogurt bar, GIF booth and other incentives. The activities can be followed using both the #EscapeMoment and #MomentDeviation hashtags.

Online audiences will be engaged via two OIKOS takeovers of the tenniscanada.com Web site, scheduled for Saturday, July 29 and Saturday, August 5. The takeovers will feature display banners that showcase the brand's popular OIKOS SuperGrains product, which was launched earlier in 2017. The OIKOS Canada Facebook page (www.facebook.com/OikosCanada) will host a series of Facebook stunts throughout the tournament to engage fans in various contesting initiatives.

Complete details of the Rogers Cup presented by National Bank in Montreal, including the event schedule, location, and ticket information, is available at www.couperogers.com/en. For more details about OIKOS Greek yogurt, visit Oikos.ca.

Credits:

Digital: Mirum

Social media: Carl

Media: Carat

Public relations: Danone Canada and NATIONAL Public Relations

Product sampling: Celsius Communications Inc.

About DanoneWave

DanoneWave is a business unit of Danone and operates from head offices in White Plains, NY, Broomfield, CO, Boucherville, Quebec, and Mississauga, Ontario. DanoneWave was formed following the acquisition of WhiteWave Foods by Danone, bringing together two purpose-driven, health-focused and high-growth companies. The mission of DanoneWave is to bring health through food to as many people as possible via its diverse offering of dairy and plant-based foods in high growth and evolving categories. The ambition of DanoneWave is to produce healthful foods that create economic and social value and nurture natural ecosystems through sustainable agriculture. Because every time we eat and drink, we vote for the world we want. Its portfolio of brands in North America includes Activia, Oikos, DanActive, Danone, Danino, Silk, So Delicious, Vega, Dannon, Earthbound Farm, Horizon, Wallaby, International Delight and more. For more information about DanoneWave in Canada, please visit danone.ca, facebook.com/danonecanada or [@DanoneWaveCA](https://twitter.com/DanoneWaveCA) on Twitter.

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