

Shire Receives Prestigious EURORDIS Company Award for Exemplary Work in Rare Diseases

Nyon, Switzerland – March 1, 2012 – Shire plc (LSE: SHP, NASDAQ: SHPGY), the global specialty biopharmaceutical company, announced today that it has received the prestigious Company Award from the European Organisation for Rare Diseases (EURORDIS) for its exemplary work in the field of rare diseases.

The EURORDIS Company Award, presented last night at the First International Rare Disease Day Gala Dinner in Brussels, is designed to reward outstanding accomplishments of pioneering companies developing treatments for rare disease. It is given to organisations that work closely with patient groups and strive to provide access to their products across the European Union.

EURORDIS is a leading International Non-Governmental Organisation and is recognised as the largest European Patient Organisation in the field of rare diseases. EURORDIS represents 502 rare disease organisations in 46 different countries, covering more than 4,000 distinct rare diseases. EURORDIS is the voice of an estimated 30 million patients affected by rare diseases throughout Europe.

“Rare Disease Day brings much-needed attention to rare diseases as an important public health issue with unique European Community added value,” said Yann Le Cam, Chief Executive Officer, EURORDIS. “This year’s Rare Disease Day celebration calls for solidarity in meeting the challenges faced by patients with rare diseases: difficulty obtaining an accurate diagnosis, limited scientific information, limited treatment options and insufficient social support.”

Shire Human Genetic Therapies, a business of Shire plc, has over twenty years experience discovering, developing, manufacturing, and commercializing therapies for rare diseases. The Company focuses its work on researching, developing and marketing therapies for Fabry disease, Hereditary Angioedema, Hunter syndrome, and Gaucher disease, and has built and invested in a pipeline of innovative products and solutions to treat rare diseases.

“As a leader in rare diseases, Shire is honoured to have been recognized by EURORDIS at its first annual Dinner Gala,” said Sylvie Grégoire, President, Shire HGT. “This award embodies the spirit of our organisation—every employee at Shire is dedicated to developing and bringing forward new products, services and support offerings which can make a positive impact on patients’ lives. Our partnerships with patient and advocacy organisations are vital in ensuring we achieve this goal. We look forward to collaborating with EURORDIS on many other important initiatives in the future.”

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Notes to editors

SHIRE PLC

Shire’s strategic goal is to become the leading specialty biopharmaceutical company that focuses on meeting the needs of the specialist physician. Shire focuses its business on attention deficit hyperactivity disorder, human genetic therapies, gastrointestinal diseases and regenerative medicine

as well as opportunities in other therapeutic areas to the extent they arise through acquisitions. Shire's in-licensing, merger and acquisition efforts are focused on products in specialist markets with strong intellectual property protection and global rights. Shire believes that a carefully selected and balanced portfolio of products with strategically aligned and relatively small-scale sales forces will deliver strong results.

For further information on Shire, please visit the Company's website: www.shire.com.

About EURORDIS

EURORDIS is a non-governmental patient-driven alliance of patient organisations and individuals active in the field of rare diseases, dedicated to improving the quality of life of all people living with rare diseases in Europe.

Since its inception in 1997, EURORDIS has contributed substantially to the promotion and maintenance of rare diseases as an EU public health and research priority. Key achievements include the contribution to the adoption of the EU Regulation on Orphan Medicinal Products in 1999, the designation of almost 1,000 orphan drugs, and the adoption of the Commission Communication and Council Recommendation on European Actions for Rare Diseases. Today, EURORDIS is advocating for the implementation of National Plans for Rare Diseases in all EU member states and Europe at large. EURORDIS patient representatives participate in the EU Committee of Experts on Rare Diseases, the most important advisory body in the field of rare diseases in Europe, and 3 scientific committees of the European Medicines Agency for advanced therapies, paediatric use of medicines and orphan drugs. Over 800 patient advocates participate in EURORDIS activities every year.