

## **Shire Regenerative Medicine Joins the American Diabetes Association by Sponsoring the 2013 San Diego Tour de Cure<sup>®</sup> Cycling Event**

**Over \$37,000 Raised Making Shire the Top Corporate Fundraiser**

**SAN DIEGO– April 20, 2013** – Shire plc (LSE: SHP, NASDAQ: SHPG) today announced it has joined the American Diabetes Association (ADA) by sponsoring and riding in the 2013 Tour de Cure cycling event which took place this past Saturday, April 20<sup>th</sup>, in San Diego, California. The Tour de Cure is the ADA's annual nationwide cycling event attracting more than 55,000 riders across 44 states, raising more than \$18 million to prevent and cure diabetes and to improve the lives of all people affected by diabetes.<sup>(1)</sup>

This year, Shire Regenerative Medicine raised over \$37,000 making it the top corporate fundraiser in San Diego. The Shire Regenerative Medicine team rode 48 strong alongside teams from several other local businesses.

“Shire Regenerative Medicine supports the San Diego Tour de Cure because as members of the community, we recognize that this local event can provide so much help and hope for those diagnosed with diabetes,” said Jeff Jonas, M.D., President of Shire Regenerative Medicine. “In addition, it’s a great opportunity for our employees to connect with the diabetes community and better understand the positive impact they can have each and every day they come to work.”

According to the ADA, over 25 million people, or roughly 8% of the population, in the U.S. has diabetes. As the manufacturer of DERMAGRAFT<sup>®</sup>, a human fibroblast-derived dermal substitute indicated for the treatment of diabetic foot ulcers (DFU), a serious complication of diabetes, Shire Regenerative Medicine understands the potentially devastating consequences of diabetes as well as its complications and is proud to support this important event for the seventh year in a row.

The San Diego Tour de Cure features some of the most scenic routes in the event’s nationwide schedule with several lengths of the race along the Pacific Ocean. Cyclists have the option of riding one of five different routes of varying distances: 100, 75, 50, 30 and 7 miles. The Shire Regenerative Medicine team participated in the 50 mile ride this year.

“I ride for my family and in memory of my mom, who we lost to diabetes complications in 2010,” said Alvin Ines, Shire Regenerative Medicine employee and the team’s “red rider,” the Tour’s term identifying those participants with diabetes. “Seeing everyone out riding today gives me great hope that together a cure can be found so that, in the future, we can eradicate this disease.”

For further information on the ADA Tour de Cure please visit <http://tour.diabetes.org> and to learn more about Shire Regenerative Medicine visit [www.shire.com](http://www.shire.com).

### **About DERMAGRAFT®**

DERMAGRAFT is a cryopreserved human fibroblast-derived dermal substitute; it is composed of fibroblasts, extracellular matrix, and a bioabsorbable scaffold. DERMAGRAFT is indicated for use in the treatment of full-thickness diabetic foot ulcers greater than six weeks duration, which extend through the dermis, but without tendon, muscle, joint capsule, or bone exposure. DERMAGRAFT should be used in conjunction with standard wound care regimens and in patients that have adequate blood supply to the involved foot. DERMAGRAFT is contraindicated for use in ulcers that have signs of clinical infection or in ulcers with sinus tracts. DERMAGRAFT is contraindicated in patients with known hypersensitivity to bovine products, as it may contain trace amounts of bovine proteins from the manufacturing medium and storage solution. The most frequently reported adverse events (> 5%) experienced by DERMAGRAFT-treated patients in the pivotal trial were infection, accidental injury, skin dysfunction/blister, flu syndrome, osteomyelitis, surgeries involving study ulcer, wound enlargement/skin ulcer, cellulitis, and peripheral edema/localized swelling.

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### **Media**

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### **NOTES TO EDITORS**

**Shire enables people with life-altering conditions to lead better lives.**

Through our deep understanding of patients' needs, we develop and provide healthcare in the areas of:

- Behavioral Health and Gastro Intestinal conditions
- Rare Diseases
- Regenerative Medicine

as well as other symptomatic conditions treated by specialist physicians.

We aspire to imagine and lead the future of healthcare, creating value for patients, physicians, policymakers, payors and our shareholders.

[www.shire.com](http://www.shire.com)

<sup>(1)</sup> American Diabetes Association, April 15, 2013, [http://tour.diabetes.org/site/PageServer?pagename=TC\\_about](http://tour.diabetes.org/site/PageServer?pagename=TC_about)