

FOR IMMEDIATE RELEASE
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725 Chesterbrook Boulevard
Wayne, PA 19087
Phone: 484 595 8110
www.shire.com

LEARNING THROUGH PLAY FOR ALL: SHIRE SPONSORS FREE ADMISSION FOR CHILDREN TO PLEASE TOUCH MUSEUM

Shire Day at Please Touch Museum on April 24 opens access for many who have never experienced one of the nation's best children's museums

APRIL 2, 2009 – Shire Pharmaceuticals is giving children a free pass to explore, learn and play. On Friday, April 24, children will be admitted free to one of the nation's best children's museums on Shire Day at Please Touch Museum.

All children ages 12 and younger will receive free admission (children over 12 and parents will pay the regular admission fee) to play and grow through a myriad of experiences from 9 a.m. to 5 p.m. Shire's sponsorship of a full day of free admission at Please Touch Museum is the first of its kind.

"Shire's support allows Please Touch Museum to open its doors to any child and engage them in learning through play," said Nancy Kolb, the museum's President & CEO. "Play provides the foundation for basic life skills and is an important emotional outlet that cultivates problem-solving skills. Shire Day will afford that opportunity for many children who otherwise wouldn't have it."

Kids can take part in interactive exhibit zones like *City Capers*, *Flight Fantasy*, *River Adventures* and *Centennial Exploration*, or visit the Please Touch Playhouse Theater and take a spin on the restored Dentzel Carousel from Woodside Park.

"Please Touch Museum is an amazing learning experience for children, and we want to help bring that experience to as many children as possible in the Greater Philadelphia region," said Mike Cola, president of Shire. "It's all part of Shire's commitment to supporting community initiatives that make a true difference in people's lives."

Also, April is Celebrate Stories month at the museum and will include activities like Story Blocks, Letter Rubbing, 3-D Letter Construction, Letter Stamping, Letter Fishing and Alphabet Puzzles. Also on site are a kid-friendly café, parking, and the Kids Store.

Please Touch Museum® at Memorial Hall, Fairmount Park is dedicated to enriching the lives of children by providing learning opportunities through play. Recognized locally and nationally as one of the best children's museums, Please Touch is open Monday through Saturday from 9 a.m. until 5 p.m. and Sundays 11 a.m.–5 p.m. Regular admission is \$15 for adults and children age one and over. Children under one are free. For more information, please call 215-581-3181, or visit www.pleasetouchmuseum.org.

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For further information please contact:

Media

Matthew Cabrey
mcabrey@shire.com
Office: 484 595 8248
Cell: 610 613 2790

Joe Petrucci
jpetrucci@simonpr.com
215 545 4715 x21

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 (ADHD), human genetic therapies (HGT) and gastrointestinal (GI) diseases 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.

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