



Entertainment Industry Panel Featured at Entertainment Industries Council and Shire Hosted “Picture This” Forum on ADHD

WASHINGTON, DC (June 14, 2011) – Entertainment Industries Council, Inc. (EIC) and Shire Pharmaceuticals hosted a *Picture This* Forum on ADHD issues at the National Association of Broadcasters (NAB) in Washington, DC today. The forum is part of an initiative by Shire and EIC that brought together a panel of entertainment industry creatives with ADHD advocacy leaders and constituents to identify and discuss top issues related to how ADHD can be accurately conveyed in entertainment productions.

“We recognize at Shire that in order to make a real difference in the lives of patients and their families around understanding, accepting and managing ADHD symptoms, we need to think and act differently,” said Michael W. Skoien, Vice President of Patient and Customer Excellence at Shire Pharmaceuticals. “Our involvement with this unique EIC forum exemplifies our commitment to engaging with others in appropriate ways to create awareness about how ADHD is viewed in our communities.”

“EIC has been involved in promoting accurate portrayals of a wide variety of mental health conditions,” said Brian Dyak, EIC President and CEO. “We are looking forward to applying that same expertise to encouraging depictions of ADHD, and this forum is the beginning of that process.”

The forum’s panel included entertainment industry figures Dan Kaplow, Producer for *United States of Tara*; T.D. Mitchell, Writer for *Army Wives*; BET executive Carla Reed; and AMC executive Tara Duncan. The panelists provided a context for the 40 national stakeholders who participated in developing priorities and messages for the creative community. These messages will be used as the basis for a booklet to be provided as a resource to writers, producers, directors, and creative executives in developing storylines and characters related to ADHD.

In October, EIC and Shire will be conducting a briefing on ADHD for the creative community featuring a panel of experts.

EIC, a non-profit organization, was founded in 1983 by leaders of the entertainment industry to bring the power of the industry to bear on communication about health and social issues. The organization is considered to be the chief pioneer of entertainment advocacy outreach and one of the premiere success stories in the field of entertainment education and information resources for entertainment creators, through innovative and time-proven services and methods of “encouraging the art of making a difference” from within the entertainment industry.

EIC also produces the simulcast national television special PRISM Awards Showcase which addresses issues such as drug, alcohol, and tobacco use and addiction; as well as mental health and mental illness, including bipolar disorder, depression and suicide.

EIC also addresses issues such as; firearm safety and injury prevention; sun safety and skin cancer prevention; human trafficking; terrorism and homeland security; eating disorders, obesity and diabetes; seat belt use and traffic safety; foster care; women's health; and HIV/AIDS prevention. It has also launched an initiative to increase the public profile and interest in science, engineering and technology.

Shire Pharmaceuticals is a 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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