



*** NEWS RELEASE ***

BioRx Expands Therapy Offering to Patients with Hereditary Angioedema

Company to dispense Firazyr® (icatibant injection) to patients with hereditary angioedema

Cincinnati, Ohio (September 12, 2011) —BioRx, a specialty pharmacy company, has received limited distribution rights from Shire Human Genetic Therapies, Inc. (“Shire HGT”) for its new drug, FIRAZYR® (icatibant injection), which received FDA approval on August 25, 2011. As the only FDA-approved self-injectable treatment for hereditary angioedema (HAE), FIRAZYR offers HAE patients an important new option for treating HAE attacks.

“As a result of this limited distribution agreement, BioRx expands its therapy offering to patients with hereditary angioedema,” said Phil Rielly, president and co-founder of BioRx. “Physicians and patients have been eagerly awaiting the launch of FIRAZYR, so we are proud to be a part of its introduction to the U.S. market.” FIRAZYR is now approved in 38 countries worldwide.

HAE is a rare, potentially life-threatening genetic condition that causes episodes of swelling (edema) and fluid retention in various body parts, including the hands, feet, face, and airway. Patients who have abdominal attacks can experience severe pain, diarrhea, nausea, and vomiting caused by swelling of the intestinal wall. Attacks that involve the face and larynx can result in airway closure, asphyxiation, and, if untreated, death. An estimated 6,000 to 10,000 people in the United States have HAE.

Unlike other treatments for HAE, FIRAZYR is the first bradykinin receptor antagonist, offering a unique mechanism of action. Bradykinin is a vasodilator that is thought to be responsible for HAE symptoms of localized swelling, inflammation and pain. FIRAZYR inhibits the effects of bradykinin. The drug comes packaged as a liquid, pre-filled syringe that can be stored at room temperature, thus offering novel portability for treating mostly unpredictable HAE attacks. Shire has begun manufacturing FIRAZYR and is ready to distribute product to participating pharmacies, including BioRx.



“I’m happy to see FIRAZYR receive FDA approval, and very pleased to know that BioRx will be an approved distributor,” said Timothy J Craig, D.O. of Penn State Milton S. Hershey Medical Center. “The addition of FIRAZYR to their capabilities will give treating physicians a valuable, ongoing partner in patient care.”

In addition to FIRAZYR, BioRx is a distributor of BERINERT [C1 esterase inhibitor (human)], the only FDA-approved C1 esterase inhibitor indicated for acute HAE attacks. BioRx initially entered the HAE market in 2009 with the launch of BERINERT, manufactured by CSL Behring. Since then, the company has quickly become one of the largest providers of HAE treatment in the United States.

About BioRx

Based in Cincinnati, Ohio, BioRx is one of the nation’s fastest growing providers of specialty pharmaceuticals and infusion services, delivering highly customized care for patients with certain rare and chronic diseases. In addition to serving the HAE community, BioRx offers pharmacy, nursing and education services to patients with bleeding disorders, immune deficiencies, autoimmune disorders, alpha-1 antitrypsin deficiency, and nutritional/digestive disorders. The company’s clinical staff reaches patients and physicians in all 50 states. To learn more about BioRx and its products and services, visit www.biorx.com.

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