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## Horizon Pharma plc Launches RAREis™ Campaign Elevating Faces of the Rare Disease Community

DUBLIN, Ireland, Feb. 28, 2017 (GLOBE NEWSWIRE) -- Horizon Pharma plc (NASDAQ:HZNP), a biopharmaceutical company focused on improving patients' lives by identifying, developing, acquiring and commercializing differentiated and accessible medicines that address unmet medical needs, today announced the launch of *RAREis™*, an initiative that aims to elevate the voices, faces and experiences of people living with rare diseases, as well as Horizon's programs and resources for the rare disease community. The launch of *RAREis* coincides with international Rare Disease Day®, a global observance recognizing the approximately 350 million people worldwide living with a rare disease.

The *RAREis* campaign is anchored by an [Instagram](#) page that will showcase photos of people touched by rare disease and capture elements of their patient, caregiver or advocate experience. In addition to the photos that Horizon will be sharing on its Instagram page, people throughout the rare disease community are encouraged to create their own *RAREis* photos and share via their preferred social media platform - whether Instagram, Facebook and/or Twitter - using the hashtag #RAREis.

"Rare is being courageous, tenacious and joyous," said Cristina, mother of a child living with chronic granulomatous disease, a rare disease that hinders the body's ability to fight infections. "Living with a rare disease to us means not only hoping for a cure in the future but also living life joyfully in the now."

The Instagram page will also elevate Horizon's rare disease offerings and partnerships, including support programs for families with special needs, scholarships and disease education initiatives.

"The *RAREis* initiative will elevate the tremendous stories of resilience over adversity that we've heard from our interactions with patients, their families and the more than 30 rare disease organizations that we interact with at hundreds of events around the world," said Timothy P. Walbert, chairman, president and chief executive officer, Horizon Pharma plc. "This effort is part of our long-term goal to be a leading rare disease company, providing support that goes beyond what is typically expected from a biopharmaceutical company."

There are approximately 7,000 different types of rare diseases and only five percent have treatments available. In the United States, a condition is considered "rare" if it affects less than 200,000 people while other countries have different definitions based on population.<sup>1</sup> Horizon makes medicines available for rare diseases that are particularly devastating and isolating, affecting as few as 500 people in the United States and 2,000 worldwide.

### **About Horizon Pharma plc**

Horizon Pharma plc is a biopharmaceutical company focused on improving patients' lives by identifying, developing, acquiring and commercializing differentiated and accessible medicines that address unmet medical needs. The Company markets 11 medicines through its orphan, rheumatology and primary care business units. For more information, please visit [www.horizonpharma.com](http://www.horizonpharma.com). Follow [@HZNPplc](#) on Twitter or view careers on our [LinkedIn](#) page.

### **Forward-Looking Statements**

This press release contains forward-looking statements, including statements regarding Horizon Pharma's plans with respect to its *RAREis* initiative and its goal of being a leading rare disease company. These forward-looking statements are based on management expectations and assumptions as of the date of this press release, and actual results may differ materially from those in these forward-looking statements as a result of various factors. These factors include whether Horizon Pharma is able to successfully execute its business strategy, as well as those factors described in Horizon's filings with the United States Securities and Exchange Commission, including those factors discussed under the caption "Risk Factors" in those filings. Forward-looking statements speak only as of the date of this press release and Horizon does not undertake any obligation to update or revise these statements, except as may be required by law.

### References:

1. National Organization for Rare Disorders. Fact Sheet. Web. 25 Feb 2017. [http://cdn.rarediseases.org/wp-content/uploads/2014/11/NRD-1008-FactSheet\\_5.pdf](http://cdn.rarediseases.org/wp-content/uploads/2014/11/NRD-1008-FactSheet_5.pdf).

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