

Press release

Leading Advocacy Groups Set National Diabetes Goal

Findings from landmark national survey point to urgent need for Americans to be screened for glucose levels

Washington, D.C. (May 7, 2008) – The National *Changing Diabetes*® Program (NCDP), an initiative created by Novo Nordisk to improve the lives of people with diabetes, joined together with other advocacy and business groups today to announce a National Diabetes Goal - by 2015, 45% of Americans or approximately 59 million adults, who are at-risk for type 2 diabetes will know their blood glucose level and what actions to take. Currently only 17% percent of Americans, or approximately 22 million adults, at-risk knows their blood glucose level and what actions to take.

“People at-risk for diabetes must know their blood glucose levels the way they do their cholesterol levels,” said Mike Huckabee, former Governor of Arkansas and keynote speaker at the NCDP briefing. “Setting this goal encourages everyone -- government, industry, communities and individuals -- to take actions that prevent diabetes and its complications.”

The National Diabetes Goal is supported by many of the nation’s leading advocacy and business organizations, including the American Diabetes Association, American Association of Diabetes Educators, American Association of Clinical Endocrinologists, American Optometric Association, Entertainment Industry Foundation, Food Marketing Institute, National Association of Chain Drug Stores, National Business Coalition on Health, and Revolution Health.

The goal is announced in conjunction with the release by NCDP of its new Societal Barometer, a national benchmark survey of public knowledge and perceptions on diabetes conducted by Gallup®. Today, nearly two-thirds of U.S. adults (133 million) are overweight or obese, a key risk factor of diabetes. The Gallup® survey showed that one in four adults (24%) have either been diagnosed by a physician as having diabetes (9%) or as being at-risk for diabetes (15%). Another 47% of adults report feeling they could be at-risk, even though they have not been diagnosed.

The NCDP is working along with private and public sector supporters toward achieving the ambitious goal by promoting the following three important steps among those at-risk for type 2 diabetes: 1) Find out if your are at-risk; 2) Ask about getting your blood glucose checked at your next doctor’s visit; and 3) Know your blood glucose level and what actions to take.

"In addition to those already suffering from diabetes, there are millions of Americans who are at high risk for developing this disease, so it is imperative that they know their risk factors and take steps to prevent diabetes and its serious complications," said Stewart Perry, Chair of the Board of Directors of the American Diabetes Association.

The Societal Barometer found that general awareness about diabetes, its risk factors and complications is high, and that almost half of American adults feel they are personally affected by diabetes. While most Americans (83%) believe there are things a person can do to prevent diabetes it is less clear whether they fully understand the preventive benefits of maintaining a healthy weight, losing weight and getting regular physical activity or exercise. When asked, unaided, only 20% cited maintaining a healthy weight or losing weight as a way to prevent diabetes and even fewer (16%) mentioned exercise for the prevention of diabetes.

"The public understands what type 2 diabetes is, who it impacts and that it is largely preventable, yet that does not seem to motivate changes or behaviors to prevent it," said Dana Haza, senior director of the National *Changing Diabetes*[®] Program. "The power to prevent type 2 diabetes in America is in the hands of every American. But it will take individuals, the marketplace and the health care system working together to achieve success. Through achievement of the National Diabetes Goal, more Americans will know if they are at-risk and what they need to do about it."

The Societal Barometer is the first in a series of studies that comprise NCDP's National Diabetes Triple Barometer, a research program to benchmark the current societal, economic and clinical state of diabetes in the United States.

Created in 2005 by Novo Nordisk, NCDP is a catalyst for improving the lives of individuals living with and at risk of diabetes by focusing on needed health care system change to improve diabetes prevention, treatment and care in America. NCDP brings together health leaders to facilitate action on policies, priorities, allocation of resources and steps to take to raise the status of diabetes on the national health agenda to reverse the dramatic growth in diabetes in the United States.

"Novo Nordisk is committed to defeating diabetes in our lifetime," said Jerzy Gruhn, president of Novo Nordisk, Inc. "Our National Changing Diabetes Program will continue to bring leadership and act as a catalyst for collaboration of the many groups and millions of individuals it will take to achieve our common goal."

More information about the National Diabetes Goal and the National Diabetes Triple Barometer is available online at NationalDiabetesGoal.com and ncdp.com.

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About the National Changing Diabetes[®] Program

The National Changing Diabetes[®] Program (NCDP) is a multi-faceted initiative that brings together innovators in diabetes education, treatment and policy to improve the lives of people with diabetes. NCDP strives to create change in the U.S. health care system to provide dramatic improvement in the prevention and care of diabetes. Launched in 2005, NCDP is a program of Novo Nordisk. For more information, please visit www.ncdp.com.

About Novo Nordisk

Novo Nordisk is a healthcare company with an 85-year history of innovation and achievement in diabetes care. The company has the broadest diabetes product portfolio in the industry, including the most advanced products within the area of insulin delivery systems. In addition to diabetes care, Novo Nordisk has a leading position within areas such as hemostasis management, growth hormone therapy, and hormone therapy for women. Novo Nordisk's business is driven by the Triple Bottom Line: a commitment to social responsibility to employees and customers, environmental soundness and economic success. With headquarters in Denmark, Novo Nordisk employs more than 26,000 employees in 80 countries, and markets its products in 179 countries. Novo Nordisk's B shares are listed on the stock exchanges in Copenhagen and London. Its ADRs are listed on the New York Stock Exchange under the symbol 'NVO'. For global information, visit novonordisk.com; for United States information, visit novonordisk-us.com.

Gallup® Survey Methodology

Gallup® conducted 2,015 interviews in the U.S. with the adult general public 18 years of age and over. The study was conducted from June 11 through July 22, 2007. Up to four calls were made to each household to reach an eligible respondent. The samples used for this study included (1) a random-digit dial (RDD) sampling procedure designed to include both listed telephones and unlisted telephones and (2) a nationally representative sample of U.S. adults residing in households with telephones. The sampling frame incorporated an oversampling of African Americans and Hispanics, sampled from the latter of the two samples. This oversampling allowed for sub-group analysis of the findings among populations more at risk for diabetes than average. Each sample was weighted separately by the following variables: race/ethnicity, region, gender, age and education. The final data set was statistically adjusted (weighted) to account for the oversampling in order to bring the demographic groups back into their correct proportion according to the most recent CPS (Current Population Survey) data. The final results are representative of all adults age 18 and over residing in households with telephones. The margin of error is (+/-) 3 percentage points.

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