

Know who to turn to



NOVO NORDISK CANADA INC. MAKES LANDMARK \$100,000 DONATION TO BANTING HOUSE NATIONAL HISTORIC SITE OF CANADA TO PRESERVE HISTORY OF DIABETES

London, Ontario (February 27, 2007) – The Canadian Diabetes Association announced today the largest gift in the history of Banting House National Historic Site of Canada (Banting House NHSC) – the birthplace of insulin. Novo Nordisk, a world leader in diabetes care, donated a historic \$100,000 to the Canadian Diabetes Association to redesign the *History of Diabetes Gallery* at Banting House NHSC to preserve and present the discovery of insulin and enhance the visitor experience.

Novo Nordisk’s gift is the largest single corporate donation bestowed upon Banting House NHSC. The generous donation, recognized through the naming of the gallery, will fund the installation of a computerized interactive display, new interpretive panels, display cases and artefacts to enrich the visitor experience and tell the story of insulin. As well an online version of the exhibition at www.diabetes.ca is planned.

“We are delighted that Novo Nordisk will be supporting Banting House through this donation,” said Michael Howlett, President and CEO, Canadian Diabetes Association. “Preserving the history of diabetes through a renewed gallery is an investment in presenting the history of insulin and affirming the legacy of Sir Frederick Banting for thousands of visitors to enjoy.”

Novo Nordisk’s gift stands as a testament to the importance of this national treasure. Thanks to this timely donation, the *History of Diabetes Gallery* will be ready for public viewing ahead of schedule, giving visitors the most accurate retelling of one of Canada’s greatest contributions to humanity and the role this health-care company played.

Vince Lamanna, the president of Novo Nordisk in Canada announced the gift during a presentation at the Banting House. “Fredrick Banting changed diabetes for millions of people around the world and inspired our founders to begin producing insulin more than 80 years ago. We are giving this gift to honour the gift that Banting gave to the history of diabetes care.”

- 2 -

Novo Nordisk is a healthcare company and a world leader in diabetes care and biopharmaceuticals. Novo Nordisk manufactures and markets pharmaceutical products and services that make a significant difference to patients, the medical profession and society. Novo Nordisk's business is driven by the Triple Bottom Line: a commitment to economic success, environmental soundness, and social responsibility to employees and customers. The company's 80-year history of innovation and achievement in diabetes care originated in Canada where insulin was discovered. With headquarters in Denmark, Novo Nordisk has more than 22,500 full-time employees in 79 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 more information, visit www.novonordisk.com.

As stewards of Banting House National Historic Site of Canada, the Canadian Diabetes Association creates public awareness and understanding of the national historic significance of Sir Frederick Banting and preserves the commemorative integrity of Banting House National Historic Site, the birthplace of insulin, for the benefit of the people of Canada and our visitors from around the world. The Canadian Diabetes Association works to prevent diabetes and improve the quality of life for those affected, through research, education, service and advocacy. The Association's strong network of assistance includes volunteers, employees, healthcare professionals and partners in 150 communities.

- 30 -

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