



Press Release

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Journalist from Jordan wins Novo Nordisk Media Prize

The youngest contestant, Hala Khalaf from Jordan, wrote the best article about diabetes and won the Novo Nordisk Media Prize – an international prize instituted in 2003 for excellence in writing on diabetes in the lay press.

The article by 23-year-old journalist Hala Khalaf describes conditions in Jordan for people with diabetes and takes a close look at several of them. "The article is written to give readers insight into the lives of people with diabetes. The language is so visual that it draws readers into the story and touches them emotionally. The article also provides general facts and information about diabetes," says Dr Simon Heller, one of the four members of the international jury, which also includes international journalists.

"I am immensely proud and honoured to have won the prize from such a wide field of skilled journalists. The number of people with diabetes is shocking and I think it is important to provide knowledge and information about the disease and its consequences to the public at large. Journalism is the perfect tool for the job and I will continue to do whatever I can," says Hala Khalaf, the Jordanian journalist who won Novo Nordisk Media Prize 2004. Hala Khalaf works in the press office of Her Majesty Queen Rania of Jordan.

Journalists from 17 countries participated in the international competition, submitting more than 250 articles to Novo Nordisk.

"The articles we received far exceeded our expectations in both number and quality. Novo Nordisk is grateful for the interest shown by the journalists," says Lars Rebien Sørensen, president and CEO of Novo Nordisk.

As a world leader in diabetes care, Novo Nordisk is committed to increasing the level of awareness of diabetes. The media play a key role in reaching the broad public, which is why Novo Nordisk founded the Novo Nordisk Media Prize for

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excellence in writing on diabetes in the lay press. In addition to the honour, the winner gets a money prize of 10,000 euros.

With epidemic growth rates of diabetes around the world, there is a great need to provide comprehensive information on the various aspects of the disease and to share knowledge about the numerous efforts underway to better manage the different types of diabetes.

For more information about the Novo Nordisk Media Prize please visit novonordisk.com/press/media_prize/media_prize_intro.asp.

Novo Nordisk is a healthcare company and a world leader 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, Novo Nordisk has a leading position within areas such as haemostasis management, growth hormone therapy and hormone replacement therapy. Novo Nordisk manufactures and markets pharmaceutical products and services that make a significant difference to patients, the medical profession and society. With headquarters in Denmark, Novo Nordisk employs approximately 18,800 full-time employees in 69 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 about Novo Nordisk visit www.novonordisk.com.

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