

Press Release

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Journalist from South Africa wins the Novo Nordisk Media Prize 2005

The South African journalist Justine Joseph wrote the best article about diabetes and won this year's Novo Nordisk Media Prize – an international prize instituted in 2003 for excellence in writing on diabetes in the lay press.

The article by 26-year-old journalist Justine Joseph describes how her mother, stepfather and a close family friend live a healthy and rich life with diabetes. The article was published in the lifestyle magazine *Shape*.

"The article is written to give readers insight into the lives of people with diabetes. It shows that you can have a high quality of life with diabetes. The language is so visual that it draws readers into the story and touches them emotionally. The article also provides the reader with general facts and information about diabetes," says Dr Simon Heller, one of the four members of the international jury, which also includes international journalists.

"This is really an honour. It is a story, and in fact a health issue that is very relevant to me, and every word that I wrote was heart-felt and rooted in my own experience. To be honoured for an achievement based on something so personally significant is fantastic," says Justine Joseph, the South African journalist who won the Novo Nordisk Media Prize 2005. Justine Joseph works with the South African edition of *Shape* magazine.

Journalists from 15 countries participated in the international competition, submitting more than 160 articles to Novo Nordisk.

"We cannot solve our societal problems with a pill. It takes more. We need to get our message about the risk factors for type 2 diabetes out to children and young people. Otherwise, we will not be able to defeat diabetes within the next 20 years, and the media play a key role in the communication," says Lars Rebien Sørensen, president and CEO, Novo Nordisk.

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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 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 under way to better manage type 1 and type 2 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 21,200 full-time employees in 78 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 novonordisk.com.

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