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Consumer and Medical Press Release

To be confirmed

Novo Nordisk's innovative needle - NovoTwist[®] - wins GOOD DESIGN[™] Award

Novo Nordisk has been awarded the 2010 GOOD DESIGN[™] Award¹ for NovoTwist[®], the innovative needle designed for use with the Novo Nordisk insulin delivery device FlexPen[®] and Victoza[®] (liraglutide) Pen.

The GOOD DESIGN[™] Award¹ is judged based on design innovation beyond what is considered ordinary, and on whether a product can enrich society and people's lives.

"NovoTwist[®] was designed exactly for this purpose, says Svend Elk, Global VP, Devices, Novo Nordisk. "Conventional screw thread needles can be difficult to attach for those with limited manual dexterity. We are excited that patients around the world can now benefit from the simplicity^{2, 3} and user-friendliness³ offered by NovoTwist[®]".

NovoTwist[®] needle has a novel bayonet fitting that allows simple 'just twist' attachment and detachment to compatible pens. When used with FlexPen[®], three out of four patients prefer NovoTwist[®] to conventional needles², and patients find NovoTwist[®] easier to use, less time-consuming and more user-friendly than conventional needles.^{2, 3}

NovoTwist[®] has been launched in South Africa, Italy, Turkey and Thailand.

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About NovoTwist®

NovoTwist® comes in 5 mm (32G Tip) and 8 mm (30G) versions. An audible and tactile 'click' confirms attachment of the needle. The technology used in this needle design has been shown to reduce injection pain and bruising.⁴⁻⁷

Beginning in 2011, NovoTwist® will also be compatible with Novo Nordisk's Penfill® insulin cartridges, and therefore patients using NovoPen® 4 and NovoPen Echo® may benefit from this unique needle. For more information on NovoTwist®, please visit

www.novonordisk.com/diabetes/public/needles/novotwist/novo-twist-default.asp

About the GOOD DESIGN™ Award

The GOOD DESIGN™ Awards are chosen annually by The Chicago Athenaeum Museum of Architecture and Design in cooperation with The European Centre for Architecture, Art, Design and Urban Studies. They were founded in 1950 and as such are the world's oldest and amongst the most coveted awards for design and innovation.

For more information on the GOOD DESIGN™ Award, please visit www.chi-athenaeum.org/gdesign

Headquartered in Denmark, Novo Nordisk is a global healthcare company with 87 years of innovation and leadership in diabetes care. The company also has leading positions within haemophilia care, growth hormone therapy and hormone replacement therapy. For more information, visit novonordisk.co.uk

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