



# Press release

FOR IMMEDIATE RELEASE

## **Novo Nordisk launches new funding program for supporting nonclinical diabetes, obesity and protein technology research**

**Princeton, N.J. (March 30, 2011)** – Today, Novo Nordisk announced the establishment of the Diabetes Innovation Award Program to support nonclinical research in novel protein therapeutics and technologies for diabetes and obesity. This new funding program is for American and Canadian-based research institutions only.

“Research institutions in the United States and Canada have a heritage of transforming early diabetes research into new innovation, said Peter Kurtzhals, senior vice president and head of diabetes research at Novo Nordisk. “We have a rich history of partnering with the academic community. This awards program from Novo Nordisk continues that tradition by nurturing pre-clinical endeavors that deserve a chance for further exploration.”

### **Diabetes Innovation Award Program**

The funding available under the program comprises two types of awards: Early Exploration Awards of \$125,000 per year for up to two years; and Proof of Principle (PoP) Awards of \$250,000 per year for up to two years.

This award program is managed through strict eligibility requirements including being a full-time faculty member of accredited academic, medical or research University-affiliated institutions or the equivalent within the United States and Canada. Award recipients must already be devoting at least 75% of their time and effort to research.

Funding is made to institutions, not to individuals, and can not be combined with other awards or grants for the proposed research.

Page 1 of 2

Applications must be submitted by August 1<sup>st</sup> and will be accepted for review if they fall under the research areas of novel protein therapeutics and technologies for diabetes and obesity.

For more information on the program, please visit [www.novonordisk-us.com/innovation](http://www.novonordisk-us.com/innovation).

Novo Nordisk is a global healthcare company with more than 87 years of innovation and leadership in diabetes care. The company also has leading positions within hemophilia care, 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. Headquartered in Denmark, Novo Nordisk employs more than 30,000 employees in 81 countries, and markets its products in 179 countries. For more information, visit [novonordisk-us.com](http://novonordisk-us.com).

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