

NOVO NORDISK A S
Form 6-K
April 07, 2010

**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

FORM 6-K

REPORT OF FOREIGN PRIVATE ISSUER

Pursuant to Rule 13a-16 or 15d-16
of the Securities Exchange Act of 1934

APRIL 7, 2010

NOVO NORDISK A/S

(Exact name of Registrant as specified in its charter)

Novo Allé

DK- 2880, Bagsvaerd

Denmark

(Address of principal executive offices)

Indicate by check mark whether the registrant files or will file annual reports under cover of Form 20-F or Form 40-F

Form 20-F Form 40-F

Indicate by check mark whether the registrant by furnishing the information contained in this Form is also thereby furnishing the information to the Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934.

Yes No

If Yes is marked, indicate below the file number assigned to the registrant in connection with Rule 12g-32(b):82-_____

Company Announcement

6 April 2010

Status regarding Novo Nordisk's holding of its own shares
(31 March 2010)

In continuation of the company's announcement dated 2 February 2010 concerning a planned share repurchase programme, and pursuant to Section 204.25 of the New York Stock Exchange Listed Company Manual, this is to report that Novo Nordisk A/S (NYSE: NVO) and its wholly-owned affiliates on 31 March 2010 owned 33,981,298 of its own B shares of DKK 1, corresponding to a total nominal value of DKK 33,981,298 or 5.48% of the total share capital.

In the first quarter of 2010 a total of 3,710,000 B shares were repurchased, and 1,866,647 B shares were disposed of to employees in connection with employee incentive programmes.

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. Headquartered in Denmark, Novo Nordisk employs more than 29,300 employees in 76 countries, and markets its products in 179 countries. Novo Nordisk's B shares are listed on the NASDAQ OMX Copenhagen (Novo-B). Its ADRs are listed on the New York Stock Exchange (NVO). For more information, visit novonordisk.com.

Company Announcement no 19 / 2010

Page 1 of 2

Novo Nordisk A/S	Novo Allé	Telephone:	Internet:	CVR no:
Investor Relations	2880 Bagsværd	+45 4444 8888	novonordisk.com	24256790
	Denmark	Telefax:		
		+45 4444 6626		

For further information please contact:

Media:

Outside North America:
Elin K Hansen
Tel: (+45) 4442 3450
ekh@novonordisk.com

In North America:
Sean Clements
Tel: (+1) 609 514 8316
secl@novonordisk.com

Investors:

Outside North America:
Klaus Bülow Davidsen
Tel: (+45) 4442 3176
klda@novonordisk.com

Kasper Roseeuw Poulsen
Tel: (+45) 4442 4471
krop@novonordisk.com

In North America:
Hans Rommer
Tel: (+1) 609 919 7937
hrrmm@novonordisk.com

Company Announcement no 19 / 2010

Page 2 of 2

Novo Nordisk A/S	Novo Allé	Telephone:	Internet:	CVR no:
Investor Relations	2880 Bagsværd	+45 4444 8888	novonordisk.com	24256790
	Denmark	Telefax:		
		+45 4444 6626		

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf of the undersigned, thereunto duly authorized.

Date: APRIL 7, 2010

NOVO NORDISK A/S

Lars Rebien Sørensen,

President and Chief Executive Officer
