

NOVO NORDISK A S
Form 6-K
August 13, 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

AUGUST 13, 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

12 August 2010

Novo Nordisk A/S – Share repurchase programme

As part of the execution of Novo Nordisk A /S' DKK 8.5 billion share repurchase programme for 2010, a share repurchase programme has been initiated in accordance with the provisions of the European Commission's regulation no 2273/2003 of 22 December 2003, also referred to as the Safe Harbour rules.

For that purpose Novo Nordisk A/S has appointed J. P. Morgan Securities Ltd. as lead manager to independently and without influence from Novo Nordisk execute the programme. The purpose of the programme is reduction of the company's share capital. Under the agreement J. P. Morgan Securities Ltd. will repurchase shares on behalf of Novo Nordisk A/S for an amount of up to DKK 1.0 billion during the trading period starting 12 August 2010 and ending on 25 October 2010. A maximum of 119,587 shares can be bought during one single trading day, equal to 20% of the average daily trading volume of Novo Nordisk B shares on NASDAQ OMX Copenhagen during the month of July 2010, and a maximum of 6,338,111 shares in total can be bought during the trading period. At least once every seven trading days, Novo Nordisk will issue an announcement in respect of the transactions made under the repurchase programme.

Company Announcement no 46 / 2010

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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		

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 approximately 29,650 employees in 76 countries, and markets its products in 179 countries. Novo Nordisk's B shares are listed on NASDAQ OMX Copenhagen (Novo-B). Its ADRs are listed on the New York Stock Exchange (NVO). For more information, visit novonordisk.com.

Further information:

Media: Investors:

Outside North America: Outside North America:

Anne Margrethe Hauge Klaus Bülow Davidsen

Tel: (+45) 4442 3450 Tel: (+45) 4442 3176

amhg@novonordisk.com klda@novonordisk.com

Kasper Roseeuw Poulsen

Tel: (+45) 4442 4471

krop@novonordisk.com

In North America: In North America:

Sean Clements Hans Rommer

Tel: (+1) 609 514 8316 Tel: (+1) 609 919 7937

secl@novonordisk.com hrrmm@novonordisk.com

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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: AUGUST 13, 2010

NOVO NORDISK A/S

Lars Rebien Sørensen,

President and Chief Executive Officer
