

NOVO NORDISK A S
Form 6-K
February 15, 2011

**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

February 15, 2011

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-_____

Press Release

14 February 2011

Novo Nordisk files annual report with the SEC

Novo Nordisk A/S has filed its *Annual Report 2010* on Form 20-F for the financial year 2010 with the US Securities and Exchange Commission (SEC), incorporating by reference parts of the Novo Nordisk A/S *Annual Report 2010*. The reports are available at the SEC's website, www.sec.gov as well as at novonordisk.com – Investors - Download centre (listed under 2010).

Shareholders and ADR holders may receive a hard copy of the annual reports free of charge upon request by filling out a request form at novonordisk.com/investors/download-centre or upon request to either tel no (+1) 609 919 7937 or by e-mail to hmmm@novonordisk.com. When e-mailing, please state the exact mailing address and the document(s) you wish to receive.

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 has approximately 30,900 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.

Page 1 of 2

Novo Nordisk A/S	Novo Allé	Telephone:	Internet:	CVR no:
Corporate Communications	2880 Bagsværd	+45 4444 8888	novonordisk.com	24256790
	Denmark	Telefax:		
		+45 4444 2314		

For further information please contact:

Media:

Anne Margrethe Hauge

Tel: (+45) 4442 3450

amhg@novonordisk.com

Investors:

Klaus Bülow Davidsen

Tel: (+45) 4442 3176

klda@novonordisk.com

Kasper Roseeuw Poulsen

Tel: (+45) 4442 4471

krop@novonordisk.com

Jannick Lindegaard

Tel: (+45) 4442 4765

jlis@novonordisk.com

In North America:

Ken Inchausti

Tel: (+1) 609 514 8316

kiau@novonordisk.com

In North America:

Hans Rommer

Tel: (+1) 609 919 7937

hrrmm@novonordisk.com

Page 2 of 2

Novo Nordisk A/S

Corporate
Communications

Novo Allé

2880 Bagsværd

Denmark

Telephone:

+45 4444 8888

Telefax:

+45 4444 2314

Internet:

novonordisk.com

CVR no:

24256790

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: February 15, 2011

NOVO NORDISK A/S

Lars Rebien Sørensen,

President and Chief Executive Officer
