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NOVO NORDISK A S
Form 6-K
March 30, 2010

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM 6-K

REPORT OF FOREIGN ISSUER

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

March 30, 2010

NOVO NORDISK A/S
(Exact name of Registrant as specified in its charter)

NOVO ALLE
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 12g3-2(b): 82-_____

COMPANY ANNOUNCEMENT

29 March 2010

NOVO NORDISK A/S - SHARE REPURCHASE PROGRAMME

On 2 February 2010 Novo Nordisk initiated its share repurchase programme in

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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.

Under the programme Novo Nordisk will repurchase B shares for an amount up to DKK 2.0 billion in the period from 2 February 2010 to 26 April 2010.

Since the announcement as of 22 March 2010, the following transactions have been made under the programme:

	NUMBER OF SHARES	AVERAGE PURCHASE PRICE	TRANSACTION VALUE, DKK
ACCUMULATED, LAST ANNOUNCEMENT	3,030,000		1,191,984,938
22 March 2010	80,000	424.9600	33,996,800
23 March 2010	80,000	428.2700	34,261,600
24 March 2010	75,000	439.0700	32,930,250
25 March 2010	75,000	441.9850	33,148,875
26 March 2010	150,000	439.2785	65,891,775
ACCUMULATED UNDER THE PROGRAMME	3,490,000		1,392,214,238

With the transactions stated above, Novo Nordisk owns a total of 33,761,298 treasury shares, corresponding to 5.4% of the share capital. The total amount of shares in the company is 620,000,000 including treasury shares.

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.

Further information:

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Company Announcement no 17 / 2010

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.

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Date: March 30, 2010

NOVO NORDISK A/S

Lars Rebien Sorensen,
President and Chief Executive Officer