



Press Release

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Discovery Health presents *Diabetes: A Global Epidemic* – a documentary on diabetes

With support from an unrestricted educational grant from Novo Nordisk, the US TV channel Discovery Health presents *Diabetes: A Global Epidemic* – the definitive look at how diabetes affects the global community. The programme premieres on 18 November.

Nearly every society on earth is affected by diabetes – one of the most pressing health crises facing humanity today. Currently, more than 246 million people worldwide are living with the disease, a number that is expected to explode to 380 million within 20 years.

Featuring narration from actress Glenn Close, the programme takes viewers across six continents to gain greater knowledge of the disease and how it affects different communities.

“This documentary shows diabetes for what it is: the silent epidemic of the 21st century, which doesn’t discriminate between culture, continent or civilisation,” says Lise Kingo, executive vice president at Novo Nordisk.

The programme follows Francine Kaufman, MD, former American Diabetes Association president and head of the Center for Endocrinology, Diabetes and Metabolism at Children’s Hospital Los Angeles, as she tours the world. Over a six-month period, Dr Kaufman journeys from Los Angeles, US to Cape Town, South Africa; Chennai, India; São Paulo, Brazil; Melbourne and Perth, Australia; and Helsinki, Finland, in her quest to increase focus on the prevention, treatment and care of diabetes. In her travels, Dr Kaufman meets with physicians and diabetes thought leaders to discuss the challenges of combating the disease, as well as their success stories of treatment and prevention. In addition, she spends time with diabetes patients of all ages who share their

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personal stories and offer a unique insight into the realities of living with the disease.

Discovery Health Media Enterprises includes the Discovery Health and FitTV television networks and online assets including www.discoveryhealth.com, as well as its Continuing Medical Education (CME) business and Discovery's first stand-alone VOD service, Discovery Health On-Call. Discovery Health Media Enterprises is part of Discovery Communications, the number-one nonfiction media company reaching more than 1.5 billion cumulative subscribers in over 170 countries. Discovery's 100-plus worldwide networks are led by Discovery Channel, TLC, Animal Planet, The Science Channel, Discovery Health and HD Theater, with digital media properties including HowStuffWorks.com. Discovery Communications is owned by Discovery Holding Co. (NASDAQ: DISCA, DISCB), Advance/Newhouse Communications and John S. Hendricks, Discovery's founder and chairman. For more information please visit www.discoverycommunications.com/

Novo Nordisk is a healthcare company and a world leader in diabetes care. The company has the broadest diabetes product portfolio in the industry, including the most advanced products within the area of insulin delivery systems. In addition, Novo Nordisk has a leading position within areas such as haemostasis management, growth hormone therapy and hormone replacement therapy. Novo Nordisk manufactures and markets pharmaceutical products and services that make a significant difference to patients, the medical profession and society. With headquarters in Denmark, Novo Nordisk employs approximately 25,800 employees in 79 countries, and markets its products in 179 countries. Novo Nordisk's B shares are listed on the stock exchanges in Copenhagen and London. Its ADRs are listed on the New York Stock Exchange under the symbol 'NVO'. For more information, visit novonordisk.com.

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