



Backgrounder

August 2007

The Novo Nordisk Media Prize

Founded in 2003, the Novo Nordisk Media Prize is an international award given for the best written article published in the lay press and the best TV broadcast on diabetes.

The award is always presented at a ceremony in Copenhagen, Denmark, and includes a money prize of 12,000 euros. The initiative is supported by the International Diabetes Federation (IDF).

This year, the award ceremony will be held in Copenhagen, on 27–29 August 2007.

Why a Novo Nordisk Media Prize?

With the prevalence of diabetes increasing throughout the world, there is a great need to provide the public with information about the various aspects of the disease and to share information on how to better prevent and manage the two different types of diabetes.

As a world leader in diabetes care, Novo Nordisk is working actively to increase the level of awareness of diabetes. The media play a critically important role in this regard and that is why Novo Nordisk has founded the Novo Nordisk Media Prize.

The Novo Nordisk Media Prize is based on two rounds:

- A series of national contests (run by Novo Nordisk's affiliates)
- An international contest for the winners of the various national contests.



In both contest rounds, the winning article and TV broadcast are selected by independent panels of judges.

The panels of judges consist of journalists and medical professionals totally independent of Novo Nordisk and vary from country to country.

Judging criteria for winning the Novo Nordisk Media Prize

The article and TV broadcast must:

- Be about diabetes (treatment, products, health issues etc) and not necessarily about Novo Nordisk products, research and views
- Be published in lay media (not specialised media)
- Communicate about diabetes in an interesting, appealing and factually correct way.

For more information, please contact Markela Dedopoulos, PR & media liaison manager at Novo Nordisk, mded@novonordisk.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 25,350 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.