

NOVO NORDISK A S
Form 6-K
July 27, 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

JULY 27, 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

26 July 2010

Novo Nordisk A/S – Share repurchase programme

On 27 April 2010 Novo Nordisk initiated its share repurchase programme 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.

Under the programme Novo Nordisk will repurchase B shares for an amount up to DKK 2.5 billion in the period from 27 April 2010 to 3 August 2010.

Since the announcement as of 19 July 2010, the following transactions have been made under the programme:

| | Number of | Average Transaction value, | |
|--|------------------------------|-----------------------------------|------------|
| | shares purchase price | DKK | |
| Accumulated, last announcement | 4,294,000 | 2,058,553,442 | |
| 19 July 2010 | 68,000 | 503.4900 | 34,237,320 |
| 20 July 2010 | 110,000 | 497.7658 | 54,754,238 |
| 21 July 2010 | 75,000 | 493.9800 | 37,048,500 |
| 22 July 2010 | 75,000 | 496.5500 | 37,241,250 |
| 23 July 2010 | 80,000 | 494.1090 | 39,528,720 |
| Accumulated under the programme | 4,702,000 | 2,261,363,470 | |

With the transactions stated above, Novo Nordisk owns a total of 19,446,872 treasury shares, corresponding to 3.2% of the share capital. The total amount of shares in the company is 600,000,000 including treasury shares.

Company Announcement no 40 / 2010

Page 1 of 2

| | | | | |
|-------------------------|---------------|---------------|-----------------|----------|
| Novo Nordisk A/S | Novo Allé | Telephone: | Internet: | CVR no: |
| Investor Relations | 2880 Bagsværd | +45 4444 8888 | novonordisk.com | 24256790 |
| | Denmark | Telefax: | | |

Edgar Filing: NOVO NORDISK A S - Form 6-K

+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 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:

Media:

Investors:

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

Company Announcement no 40 / 2010

Page 2 of 2

| | | | | |
|-------------------------|---------------|---------------|--|----------|
| 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 | | |

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: JULY 27, 2010

NOVO NORDISK A/S

Lars Rebien Sørensen,

President and Chief Executive Officer
