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NOVO NORDISK A S
Form 6-K
February 23, 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

February 23, 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 12g-32(b): 82-_____

TRANSACTION IN OWN SHARES

NOVO NORDISK A/S - SHARE REPURCHASE PROGRAMME

On 2 February 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.

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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 15 February 2010, the following transactions have been made under the programme:

| | NUMBER OF SHARES | AVERAGE PURCHASE PRICE | TRANSACTION VALUE, DKK |
|------------------------------------|---------------------|---------------------------|---------------------------|
| ACCUMULATED, LAST ANNOUNCEMENT | 885,000 | | 331,984,754 |
| 15 February 2010 | 75,000 | 391.0200 | 29,326,500 |
| 16 February 2010 | 90,000 | 391.3800 | 35,224,200 |
| 17 February 2010 | 90,000 | 392.8600 | 35,357,400 |
| 18 February 2010 | 75,000 | 393.4850 | 29,511,375 |
| 19 February 2010 | 90,000 | 394.1670 | 35,475,030 |
| ACCUMULATED UNDER THE PROGRAMME | 1,305,000 | | 496,879,259 |

Transactions related to Novo Nordisk's incentive programmes have resulted in a net sale by Novo Nordisk of 125,650 B shares in the period from 15 February 2010 to 19 February 2010. The shares in these transactions were not part of the Safe Harbour repurchase programme.

With the transactions stated above, Novo Nordisk owns a total of 31,576,298 treasury shares, corresponding to 5.1% of the share capital. The total amount of shares in the company is 620,000,000 including treasury shares.

Novo Nordisk is a healthcare company and a world leader in diabetes care. 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 more than 29,300 employees in 76 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.

Further information:

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Company Announcement no 10 / 2010

SIGNATURES

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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 23, 2010

NOVO NORDISK A/S

Lars Rebien Sorensen,
President and Chief Executive Officer