



WORLD TEAMTENNIS ACCEPTING APPLICATIONS FOR NOVO NORDISK DONNELLY AWARD SCHOLARSHIPS

NEW YORK, N.Y. (March 31, 2010) – World TeamTennis is currently accepting applications from youth tennis players with diabetes for the Novo Nordisk Donnelly Awards. The Novo Nordisk Donnelly Awards annually distribute \$15,000 in scholarships including two one-time \$5,000 scholarships given to two young people, ages 12-21, who have diabetes and play tennis competitively in tournaments or on their school team. Two regional finalist awards of \$2,500 are also included in the scholarship program.

Applications must be received by April 15, 2010, along with two letters of recommendation and a short essay regarding the significance of diabetes in the applicant's life. The awards are to be used for education, tennis development and/or medical care.

The recipients of the \$5,000 scholarships will receive their awards at a World TeamTennis Pro League match in July 2010 from WTT co-founder Billie Jean King.

The scholarship program was established by King, through WTT Charities, in 1998 to encourage children with diabetes to lead an active life and compete in tennis.

The Novo Nordisk Donnelly Awards are named after two long-time World TeamTennis executives and tennis champions, Diane Donnelly Stone and Tracey Donnelly Maltby, who are sisters. Stone was an All-American and NCAA doubles champion at Northwestern University, and Maltby earned All-Big Ten honors at the University of Iowa. Both women have lived successfully with diabetes since childhood.

Novo Nordisk, a world leader in diabetes care, has been the title sponsor of the award since 2002. For more details on the Novo Nordisk Donnelly Awards and to download an application form, visit www.WTT.com/DonnellyAwards. For more information, contact Diane Donnelly Stone at dstone@wtt.com or 212-586-3444, x. 20.

About Novo Nordisk:

Novo Nordisk is a global healthcare company with more than 87 years of innovation and leadership in diabetes care. The company also has leading positions within hemophilia care, growth hormone therapy and hormone therapy for women. Novo Nordisk's business is driven by the Triple Bottom Line: a commitment to social responsibility to employees and customers, environmental soundness and economic success. 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 stock exchange in Copenhagen and its ADRs are listed on the New York Stock Exchange (NVO). For more information, visit novonordisk-us.com. For information about Novo Nordisk insulin products, visit www.novonordiskcare.com.

About World TeamTennis (WTT):

World Team Tennis (WTT) showcases both the best in professional and recreational team tennis with the innovative co-ed team format co-founded by Billie Jean King in the 1970s. The WTT Pro League, which celebrates its 35th season in July 2010, is a showcase for three generations of tennis standouts, including legends, current tour players and future champions. Since the League's debut in 1974, virtually every major champion of the Open era has played World TeamTennis.

The WTT Recreational League also operates co-ed team leagues and events. The United States Tennis Association is a minority owner and promotional partner of World TeamTennis. For more information, visit www.WTT.com.

Media Contact: WTT – Rosie Crews, 817.684.0366 (rcrews@wtt.com)