



Press Release

Novo Nordisk and Chip Ganassi Racing Announce Multi-Year Sponsorship Agreement for IZOD IndyCar Series

Charlie Kimball to Pilot No. 83 IndyCar Entry

Indianapolis, Ind. and Princeton, N.J. (November 15, 2011) – Novo Nordisk, a world leader in diabetes care, and Chip Ganassi Racing Teams, Inc. announced today that the two organizations have entered into a multi-year extension of their partnership. Novo Nordisk will remain the primary sponsor of the No. 83 Novo Nordisk Chip Ganassi Racing entry, driven by Charlie Kimball in the IZOD IndyCar Series.

Kimball, 26, from Camarillo, Calif., is the first licensed driver with type 1 diabetes in the history of INDYCAR to race at the highest level of the series. Diagnosed in 2007, he monitors his blood sugar before, during and after each race. Charlie also uses the Novo Nordisk insulin Levemir® (insulin detemir [rDNA origin] injection) and NovoLog® (insulin aspart [rDNA origin] injection) to help manage his diabetes, administering it with a pre-filled insulin pen device called FlexPen®.

"After an exciting first year, we are extremely proud to continue our partnership with Charlie Kimball and Novo Nordisk Chip Ganassi Racing," said Camille Lee, Corporate Vice President, Diabetes Marketing at Novo Nordisk. "This team represents a unique opportunity for us, as a pharmaceutical company, to raise disease awareness on a broader scale and show everyone that diabetes doesn't need to slow you down."

The new agreement begins with the 2012 IZOD IndyCar season and the launch of a new IZOD IndyCar Series car that replaces the race car introduced in 2003. Next year also marks the fourth consecutive year of partnership between Novo Nordisk and Kimball. Following two years of sponsorship of Kimball in the Firestone Indy Lights Series, Novo Nordisk partnered with Chip Ganassi Racing to form Novo Nordisk Chip Ganassi Racing and in December 2010, became the title sponsor of Charlie in his IndyCar rookie season.

"It speaks volumes that a company like Novo Nordisk is making this type of long-term commitment to our team, to Charlie, and the IndyCar Series," said Chip Ganassi, Owner, Chip Ganassi Racing Teams. "Charlie has done everything that we have asked of him on the track and we certainly feel his future is bright. As for Novo, they have been a tremendous partner both on- and off- the track. The IndyCar Series could use more partners like them."

Novo Nordisk has also been actively involved in providing information about diabetes awareness at INDYCAR events through the *Drive the Switch* device awareness program and the award-winning *Race with Insulin™* campaign. The team extension also retains the company's primary sponsorship of Kimball's race car, race suit and other branding opportunities. Kimball will continue to make appearances on behalf of Novo Nordisk throughout the term of the agreement.

Kimball has posted two top-10 finishes in 2011 at Birmingham and New Hampshire and finished 13th in his debut at the Indianapolis 500. He launched his single-seater racing career in 2002 and has raced in several international series since then, highlighted by a five-win effort in the 2005 British Formula 3 Championship. At that time, Kimball established himself as the first American to win a British Formula 3 race in 11 years.

"My partnership with Novo Nordisk is very unique because they make the insulins I take every day and they produce the delivery device I use to manage my diabetes," Kimball said. "I am

fortunate to have Novo Nordisk and Chip Ganassi Racing support me in my career and I am proud and honored to be associated with these two outstanding organizations.”

Follow Kimball and his work with Novo Nordisk on Twitter @racewithinsulin or www.drivetheswitch.com. For more information about Novo Nordisk Chip Ganassi Racing, visit www.novonordiskchipganassiracing.com.

About Levemir® (insulin detemir [rDNA origin] injection)

Indications and Usage:

Levemir® is a man-made long-acting insulin that is used to control high blood sugar in adults and children with diabetes mellitus.

Important Safety Information:

Do not take Levemir® if your blood sugar is too low (hypoglycemia) or if you are allergic to anything in Levemir®. If you take too much Levemir® your blood sugar may fall too low.

Check your blood sugar levels. Ask your health care provider what your blood sugars should be and when you should check your blood sugar levels. Alcohol, including beer and wine, may affect your blood sugar when you take Levemir®.

Do not change the type of insulin you use unless told to do so by your health care provider. The amount of insulin you take as well as the best time for you to take your insulin may need to change if you take a different type of insulin.

Never mix Levemir® with other insulin products or use in an insulin pump.

Needles and Levemir® FlexPen® must not be shared.

Tell your health care provider about all medicines you take and all of your medical conditions, including if you are pregnant or breastfeeding. Your Levemir® dose may change if you take other medicines.

The most common side effect of Levemir® is low blood sugar (hypoglycemia). Other possible side effects include reactions at the injection site (like redness, swelling and itching), and allergic reactions. Get medical help right away if you experience signs of serious allergic reaction such as body rash, trouble with your breathing, fast heartbeat, or sweating. Ask your doctor or pharmacist for further information.

Please see www.levemir-us.com for Levemir® complete Prescribing Information.

About NovoLog® (insulin aspart [rDNA origin] injection)

Indications and Usage:

NovoLog® is a man-made insulin that is used to control high blood sugar in adults and children with diabetes mellitus.

Important Safety Information:

Do not take NovoLog® if your blood sugar is too low (hypoglycemia) or if you are allergic to anything in NovoLog®. If you take too much NovoLog® your blood sugar may fall too low.

NovoLog® is a fast-acting insulin. You should eat a meal within 5 to 10 minutes after using NovoLog® to avoid low blood sugar. Do not inject NovoLog® if you do not plan to eat right after using NovoLog®. Check your blood sugar levels. Ask your health care provider what your blood sugars should be and when you should check your blood sugar levels. Alcohol, including beer and wine, may affect your blood sugar when you take NovoLog®.

Do not change the type of insulin you use unless told to do so by your health care provider. The amount of insulin you take as well as the best time for you to take your insulin may need to change if you take a different type of insulin.

Do not mix NovoLog® with any other insulins when used in a pump or with any insulins other than NPH when used with injections by syringe.

Needles and NovoLog® FlexPen® must not be shared.

Tell your health care provider about all medicines you take and all of your medical conditions, including if you are pregnant or breastfeeding. Your NovoLog® dose may change if you take other medicines.

NovoLog® has not been studied in children with type 2 diabetes or in children with type 1 diabetes under the age of two.

The most common side effect of NovoLog® is low blood sugar (hypoglycemia). Other possible side effects include reactions at the injection site (like redness, swelling and itching), and allergic reactions. Get medical help right away if you experience signs of serious allergic reaction such as body rash, trouble with your breathing, fast heartbeat, or sweating. Ask your doctor or pharmacist for further information.

Please see www.novolog.com for NovoLog® complete Prescribing Information.

About Chip Ganassi Racing

Chip Ganassi has been a fixture in the auto racing industry for over 25 years and is considered one of the most successful as well as innovative owners the sport has anywhere in the world. Today his teams include four in the IZOD IndyCar Series, two cars in the NASCAR Sprint Cup Series, and one Daytona Prototype in the Rolex GRAND-AM Sports Car Series. Overall his teams have 14 championships and 145 victories, including three Indianapolis 500s, a Daytona 500, a Brickyard 400 and four Rolex 24s at Daytona. Ganassi boasts state-of-the-art race shop facilities in Indianapolis and Brownsburg, Ind. and Concord, N.C., with a corporate office in Pittsburgh, Penn.

About Novo Nordisk

Headquartered in Denmark, Novo Nordisk is a global healthcare company with 88 years of innovation and leadership in diabetes care. The company also has leading positions within haemophilia care, growth hormone therapy and hormone replacement therapy. For more information, visit www.novonordisk-us.com.

About Diabetes

In the United States, 25.8 million people have diabetesⁱ, a condition in which the body does not produce enough or properly use insulin, the hormone needed to convert sugar, starches and other food into energy needed for daily life.

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ⁱ 2011 National Diabetes Fact Sheet. Centers for Disease Control Website.
<http://www.cdc.gov/diabetes/pubs/factsheet11.htm>