



Press Release

Novo Nordisk to Sponsor Louisville Triple Crown of Running™ for 6th Year *2010 Dates Set for Race Series*

For immediate release: August 17, 2009

(Louisville, KY) The Louisville Triple Crown of Running™ race series announced today that Novo Nordisk, a world leader in diabetes care is returning to sponsor the race series for its 6th consecutive year.

2010 Louisville Triple Crown of Running

Officially named "The Louisville Triple Crown of Running Presented by Novo Nordisk", the series represents three separate road races of varying distances, including the Anthem 5K Fitness Classic in its 7th year, the 30th Rodes City Run 10K, and the Papa John's 10 Miler, which is celebrating its 10th year. The Triple Crown dates for 2010 are set as follows:

- **Anthem 5K Fitness Classic - March 6th**
- **Rodes City Run 10K - March 20th**
- **Papa John's 10 Miler - April 3rd**

Additional in-kind sponsors of the Louisville Triple Crown of Running Presented by Novo Nordisk include PowerAde, Velocity, WHAS-TV, Thrifty Car & Truck Rental, ValuMarket, YMCA of Greater Louisville, Waste Management, Louisville Water Company, Jewish Hospital Sports Medicine, Panera Bread, Lite 106.9, 107.7SFR, Heine Brothers Coffee, Fleet Feet Sports, Bee Line Courier Service, BB&T, Rumpke and Sport Clips.

About Novo Nordisk

Novo Nordisk is a world leader in diabetes care whose ambition is to change the course of diabetes for good. Working to improve diabetes prevention and treatment, Novo Nordisk strives to be the preferred partner for employees, patients, health care providers, and others in the health care system that shares its vision to defeat diabetes. A Triple Bottom Line drives Novo Nordisk's business with a commitment to economic success, environmental soundness, and social responsibility to employees and customers.

Benefiting the Crusade for Children

The Louisville Triple Crown of Running™ has a long-established partnership of generosity with the Crusade for Children. The series has raised over \$600,000 since its inception in 1984, including \$128,880 in 2009. For additional information, visit www.louisvilletriplecrown.com.

ChronoTrack Systems, Inc.

2010 represents the 2nd year the ChronoTrack disposable chip timing system will be used to score all three races in the Triple Crown series. ChronoTrack Systems, Inc. is a timing and tracking company that has developed a cost-effective system for timing athletic events, including road races, using a disposable "D" Tag. For more information about ChronoTrack timing system, visit www.chronotrack.com.

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