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Zealand Pharma's presentation at the J.P. Morgan 31st Annual Healthcare Conference to be live audio webcast

Copenhagen, Denmark, 4 January 2013 – Zealand Pharma (NASDAQ OMX Copenhagen: ZEAL) informs that the company's presentation at the JP Morgan 31st Annual Healthcare Conference in San Francisco on 10 January 2013 will be live audio webcast. The presentation is scheduled to begin at 14:00 PST (23:00 CET) and will be given by Dr. David Solomon, President and CEO of Zealand Pharma.

The presentation will include an overview of the company and its main pipeline activities, including an update on lixisenatide (Lyxumia®), a GLP-1 agonist invented by Zealand Pharma and licensed to Sanofi for the treatment of Type 2 diabetes. Lixisenatide is currently under regulatory review in a large number of countries globally, and in November 2012, the European Committee for Human Medicinal Products issued a positive recommendation for approval of the product in Europe.

No new financial or other material new information relating to Zealand Pharma will be disclosed at the event.

The webcast will be available via the following link *http://jpmorgan.metameetings.com/webcasts/healthcare13/directlink?ticker=ZLDPF*, which can also be accessed from the Investor Section of Zealand Pharma's website (www.zealandpharma.com). Participants are advised to register for the webcast approximately 10 minutes before the start.

An on-demand replay version of the webcast will also be available on the company's website following the presentation.

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For further information, please contact:

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About Zealand Pharma
Zealand Pharma A/S (NASDAQ OMX Copenhagen: ZEAL) is a biotechnology company based in Copenhagen, Denmark. Zealand Pharma specializes in the discovery, optimization and development of novel peptide drugs and has a broad and mature pipeline of drug candidates identified through its own drug discovery activities. The company's focus lies in the

field of diabetes/metabolic diseases, and its lead drug invention is lixisenatide (Lyxumia® [1]), a once-daily GLP-1 agonist, which is licensed to Sanofi for the treatment of Type 2 diabetes. Lixisenatide is currently under regulatory review in a large number of countries globally, and in November 2012 the European Committee for Human Medicinal Products issued a positive recommendation for approval of the product in Europe.

Zealand Pharma has a partnering strategy for the development and commercialization of its products and in addition to the collaboration with Sanofi in Type 2 diabetes, the company has partnerships with Boehringer Ingelheim in diabetes/obesity, Abbott in acute kidney injury and Helsinn Healthcare in chemotherapy induced diarrhea. Zealand Pharma focuses its activities in disease areas where existing treatments fail to adequately serve patient needs and where the market potential for improved treatments through the use of peptide drugs is high. For further information: www.zealandpharma.com

1. Lyxumia is the proprietary name submitted to the EMA for lixisenatide. The proprietary name for lixisenatide in the United States is under consideration. Lixisenatide is not currently approved or licensed anywhere in the world.