

Copenhagen Stock Exchange
Nikolaj Plads 6
1067 Copenhagen K

Translation

Struer, 15 Maj 2007

Bang & Olufsen Automotive agreement

Bang & Olufsen has concluded an agreement with further one European high-end car manufacturer. As agreed the Group is to develop and deliver Bang & Olufsen Advanced Sound System to several models of this manufacturer's portfolio. Bang & Olufsen expects to publish the identity of the manufacturer no later than in December 2007.

The agreement is in keeping with previous communication and thereby part of the already communicated growth scenario, whereby the agreement does not affect the already communicated expectations to the future.

Torben Ballegaard Sørensen
President, CEO

For further information: President, CEO, Torben Ballegaard Sørensen, tel.: +45 9684 5000.