To the Copenhagen Stock Exchange 6th of October 2006



This is a notification of changes in the shareholdings of the company's management employees, who are obligated to give and pass on notifications, pursuant to the Danish Securities Trading Act.

BeoCom 2 2001

Bang & Olufsen a/s has been notified of the following transactions:

| Name | Peter Eckhardt |
|-----------------------|---|
| Reason | Director, Product and Business Development, in compliance with article 28a (2.2.) of the Danish Securities Trading Act. |
| Issuer | Bang & Olufsen a/s |
| ISIN | DK0010218429 |
| Designation | Shares |
| Nature of Transaction | Purchase (Execution of options) |
| Trading Date | 6 th of October 2006 |
| Market | Copenhagen Stock Exchange |
| Number | 3.500 |
| Market price (DKK) | 1.260.000,00 |

| Name | Peter Eckhardt |
|-----------------------|---|
| Reason | Director, Product and Business Development, in compliance with article 28a (2.2.) of the Danish Securities Trading Act. |
| Issuer | Bang & Olufsen a/s |
| ISIN | DK0010218429 |
| Designation | Shares |
| Nature of Transaction | Sale |
| Trading Date | 6 th of October 2006 |
| Market | Copenhagen Stock Exchange |
| Number | 3.500 |
| Market price (DKK) | 2.264.500,00 |

Contact:

Kim Bo Hansen Chief Legal Counsel Phone +45 9684 5167