

BANG & OLUFSEN A/S

12 MAY 2009

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.

Name	Karl Kristian Hvidt Nielsen
Reason	President & CEO, in compliance with article 28 a (2.1.) of the Danish Securities Trading Act
Issuer	Bang & Olufsen a/s
ISIN	DK0060177541
Designation	Shares
Nature of Transaction	Purchase
Trading Date	7 May 2009
Market	OMX Nordic Exchange Copenhagen A/S
Number	5,594
Market price (DKK)	106,286

Name	Christian Winther
Reason	Sr. Vice President, in compliance with article 28 a (2.1.) of the Danish Securities Trading Act
Issuer	Bang & Olufsen a/s
ISIN	DK0060177541
Designation	Shares
Nature of Transaction	Purchase
Trading Date	7 May 2009
Market	OMX Nordic Exchange Copenhagen A/S
Number	13,700
Market price (DKK)	260,300

Name	John Bennett-Therkildsen
Reason	Sr. Vice President, in compliance with article 28 a (2.1.) of the Danish Securities Trading Act
Issuer	Bang & Olufsen a/s
ISIN	DK0060177541
Designation	Shares
Nature of Transaction	Purchase
Trading Date	7 May 2009
Market	OMX Nordic Exchange Copenhagen A/S
Number	6,735
Market price (DKK)	127,965

Kim Bo Hansen
Director, Global Counsel

*For any further information, please contact:
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