

14th of January 2008



BeoCom 2
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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.

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

Name	Knud Olesen
Reason	Member of the Board of Directors, in compliance with article 28 a (2.1.) of the Danish Securities Trading Act
Issuer	Bang & Olufsen a/s
ISIN	DK0010218429
Designation	Shares
Nature of Transaction	Purchase
Trading Date	14 th of January 2008
Market	OMX Nordic Exchange Copenhagen A/S
Number	120
Market price (DKK)	39.900

Contact:

Kim Bo Hansen
Director, Global Counsel
Phone +45 9684 5167