

BANG & OLUFSEN A/S
21 AUGUST 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	Langholm GmbH, 100% owned by Lars Brorsen
Reason	Deputy Chairman 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	DK0060177541
Designation	Shares
Nature of Transaction	Sale
Trading Date	14 August 2009
Market	OMX Nordic Exchange Copenhagen A/S
Number	24,000
Market price (DKK)	1,351,841

Name	Langholm GmbH, 100% owned by Lars Brorsen
Reason	Deputy Chairman 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	DK0060177541
Designation	Shares
Nature of Transaction	Sale
Trading Date	14 August 2009
Market	OMX Nordic Exchange Copenhagen A/S
Number	3,500
Market price (DKK)	197,750

Kim Bo Hansen
Director, Global Counsel