

To the Copenhagen Stock Exchange 10th of October 2006



BeoCom 2 2001

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	John Bennett-Therkildsen
Reason	Director, Operations, 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	9 th of October 2006
Market	Copenhagen Stock Exchange
Number	3.500
Market price (DKK)	1.260.000

Name	John Bennett-Therkildsen
Reason	Director, Operations, 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	9 th of October 2006
Market	Copenhagen Stock Exchange
Number	3.500
Market price (DKK)	2.345.000

Contact:

Kim Bo Hansen
Global Counsel
Phone +45 9684 5167