

Copenhagen Stock Exchange
Nikolaj Plads 6
DK - 1067 Copenhagen K

Translation

Struer, 21 February 2007

Bang & Olufsen a/s launches three new key products

In keeping with the expectations stated in the 2005/06 annual report, Bang & Olufsen is launching BeoVision 9 in all major markets over the coming weeks. This new, global flat screen flagship has a 50" plasma screen, fast picture engine and a powerful centre loudspeaker as well as an integrated hard disk and multi-media PC technology – all controlled with Bang & Olufsen's simple remote control. Reactions from initial markets show that BeoVision 9 has been well received by dealers and customers.

As planned, Bang & Olufsen's latest loudspeaker, BeoLab 9, has now also been launched in all key markets. BeoLab 9 offers Bang & Olufsen's advanced lens technology and a particularly powerful amplifier based on ICEpower-technology. The loudspeaker has also been positively received by dealers and customers.

Finally, the launch of the new TV, Beovision 8, has taken place in Denmark and will be followed by roll-out across Europe over the coming months. Aimed at customers previously attracted to Bang & Olufsen's classic MX-TV, the new TV initially comes in a 26" version with a 32" becoming available shortly after. Expectations for BeoVision 8 are high.

The effect of the three launches on the current year is included in the previously announced sales and result forecast. The three products are expected to contribute significantly to the positive development of the Group over the coming years.

Torben Ballegaard Sørensen
President, CEO