



22nd of October 2007

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	Torben Ballegaard Sørensen
Reason	President, CEO, in compliance with article 28a (2.1.) of the Danish Securities Trading Act.
Issuer	Bang & Olufsen a/s
ISIN	DK0010218429
Nature of Transaction	Grant of options
Trading Date	22 nd of October 2007
Number	8.000
Market price (DKK)	932.232 calculation based on the Black & Scholes formula.

Name	Peter Thostrup
Reason	Executive Vice President in compliance with article 28a (2.1.) of the Danish Securities Trading Act.
Issuer	Bang & Olufsen a/s
ISIN	DK0010218429
Nature of Transaction	Grant of options
Trading Date	22 nd of October 2007
Number	5.500
Market price (DKK)	640.910 calculation based on the Black & Scholes formula.

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
Nature of Transaction	Grant of options
Trading Date	22 nd of October 2007
Number	3.200
Market price (DKK)	372.893 calculation based on the Black & Scholes formula.

Name	Randi Toftlund Pedersen
Reason	Director, Finance & Accounting, in compliance with article 28a (2.2.) of the Danish Securities Trading Act.
Issuer	Bang & Olufsen a/s
ISIN	DK0010218429
Nature of Transaction	Grant of options
Trading Date	22 nd of October 2007
Number	3.200
Market price (DKK)	372.893 calculation based on the Black & Scholes formula.

Name	Peter Eckhardt
Reason	Director, Product and Business Development, in compliance with article 28a (2.2.) of the Danish Securities Trading Act.
Issuer	Bang & Olufsen a/s
ISIN	DK0010218429
Nature of Transaction	Grant of options
Trading Date	22 nd of October 2007
Number	3.200
Market price (DKK)	372.893 calculation based on the Black & Scholes formula.

Contact:

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