

BANG & OLUFSEN A/S
15 DECEMBER 2010

ANNOUNCEMENT NO. 10.10
TRANSLATION

Change in the management of Bang & Olufsen a/s

Brian Petersen has informed the Board of Directors, that he wishes to withdraw from the Board of Directors, with immediate effect.

Brian Petersen's decision to withdraw is made in continuation of difference of opinion with the other members of the Board of Directors, about strategic matters.

The Board of Directors has constituted itself with Ole Andersen as Chairman and Niels Bjørn Christiansen as Vice Chairman.

The Board of Directors hereafter consists of Ole Andersen (Chairman), Niels Bjørn Christiansen (Vice Chairman), Tue Manton, Peter Skak Olufsen, Rolf Eriksen, Anette Revsgaard Sejbjerg (Employee Elected), Knud Olesen (Employee Elected) and Jesper Olesen (Employee Elected).

Ole Andersen
Chairman

*Applications to this announcement to be made to:
Director, Corporate Communication Tommy Jakobsen, tel: +45 9684 5100*