

BANG & OLUFSEN A/S
3 November 2008

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	Karl Kristian Hvidt Nielsen
Reason	President, CEO, in compliance with article 28a (2.1.) of the Danish Securities Trading Act
Issuer	Bang & Olufsen a/s
ISIN	DK0010218429
Designation	Shares
Nature of Transaction	Purchase
Trading Date	31 st of October 2008
Market	OMX Nordic Exchange Copenhagen A/S
Number	2.797
Market price (DKK)	346.828

Kim Bo Hansen
Director, Global Counsel

*For any further information, please contact:
Director, Global Counsel Kim Bo Hansen, tel.: +45 9684 5167.*