To the Copenhagen Stock Exchange 27th of October 2006



BeoCom 2 2001

> This is a notification of changes in the shareholdings of the company's management, 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	Peter Skak Olufsen
Reason	Member of the Board of Directors, in compli- ance with article 28a (2.1.) of the Danish Secu- rities Trading Act.
Issuer	Bang & Olufsen a/s
ISIN	DK0010218429
Designation	Shares
Nature of Transaction	Sale
Trading Date	26 th of October 2006
Market	Copenhagen Stock Exchange
Number	1.000
Market price (DKK)	674.525

Contact:

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BANG & OLUFSEN