

15th of January 2008



BeoCom 2
2001

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	Peter Eckhardt
Reason	Senior Vice President, Product and Business Development, in compliance with article 28a (2.2.) of the Danish Securities Trading Act.
Issuer	Bang & Olufsen a/s
ISIN	DK0010218429
Designation	Shares
Nature of Transaction	Purchase
Trading Date	15 th of January 2008
Market	OMX Nordic Exchange Copenhagen A/S
Number	368
Market price (DKK)	123.832

Contact:

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