

Copenhagen, 27 July 2010

**William Demant Holding A/S - reduction in share capital by cancelling own shares**

The share capital of the following share will be reduced in NASDAQ OMX systems with effect from 29 July 2010.

On a general meeting in William Demant Holding it was adopted to reduce the share capital by cancelling own shares.

ISIN	DK0010268440
Name:	William Demant Holding
Volume before change:	58,956,257 shares (DKK 58,956,257)
Change:	606,382 shares (DKK 606,382)
Volume after change:	58,349,875 shares (DKK 58,349,875)
Face value:	DKK 1
Short name:	WDH
Orderbook ID:	3247

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