

Company Announcement_{no 2010-14}

22 September 2010

Report of transactions with shares and related securities of William Demant Holding A/S by senior executives and persons/companies closely associated with these

Pursuant to section 28a of the Danish Securities Trading Act, William Demant Holding A/S shall make public transactions with shares and related securities of William Demant Holding A/S by senior executives and persons/companies closely associated with these.

Name	Niels Jacobsen
Reason/relation	President & CEO
Issuer	William Demant Holding A/S
ID code/ISIN	DK0010268440
Description	Shares
Transaction	Sale
Trading date	21 September 2010
Market	NASDAQ OMX Copenhagen A/S
Number	50,000
Market value DKK	DKK 20,939,300



Further information:

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