Company Announcement no 2008-15 30 December 2008

Report of transactions with shares and related securities of William Demant Holding A/S by persons discharging managerial responsibilities 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 persons discharging managerial responsibilities and persons/companies closely associated with these.

The share purchase stated below was made in connection with participation in salary sacrifice schemes, which towards the end of 2007 were offered to all employees in Danish Group companies. Binding registration for participation in these schemes was 10 December 2007.

Name	**Ole Lundsgaard**
Reason/relation	Board member
Issuer	William Demant Holding A/S
ID code/ISIN	DK0010268440
Description	Shares
Transaction	Purchase
Trading date	30 December 2008
Market	NASDAQ OMX Copenhagen A/S
Number	188
Market value DKK	DKK 40,700

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