

Announcement of managerial staff's etc. trading with company shares

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 transaction:

Name:	Mr. Alberto Torres
Reason:	Vice Chairman of the Board of Directors
Issuer:	Bang & Olufsen a/s
ISIN:	DK0010218429
Transaction type:	Acquisition
Date:	12-10-2011
Market:	NASDAQ OMX Copenhagen A/S
Number:	3,000
Price:	183,800.31

For further information, please contact:

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