

**BANG & OLUFSEN A/S**  
**12 MAY 2009**

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.

|                              |  |
|------------------------------|--|
| <b>Name</b>                  | Karl Kristian Hvidt Nielsen  |
| <b>Reason</b>                | President & CEO, in compliance with article 28 a (2.1.) of the Danish Securities Trading Act |
| <b>Issuer</b>                | Bang & Olufsen a/s   |
| <b>ISIN</b>                  | DK0060177541   |
| <b>Designation</b>           | Shares   |
| <b>Nature of Transaction</b> | Purchase   |
| <b>Trading Date</b>          | 7 May 2009   |
| <b>Market</b>                | OMX Nordic Exchange Copenhagen A/S   |
| <b>Number</b>                | 5,594  |
| <b>Market price (DKK)</b>    | 106,286  |

|                              |   |
|------------------------------|---|
| <b>Name</b>                  | Christian Winther   |
| <b>Reason</b>                | Sr. Vice President, in compliance with article 28 a (2.1.) of the Danish Securities Trading Act |
| <b>Issuer</b>                | Bang & Olufsen a/s  |
| <b>ISIN</b>                  | DK0060177541  |
| <b>Designation</b>           | Shares  |
| <b>Nature of Transaction</b> | Purchase  |
| <b>Trading Date</b>          | 7 May 2009  |
| <b>Market</b>                | OMX Nordic Exchange Copenhagen A/S  |
| <b>Number</b>                | 13,700  |
| <b>Market price (DKK)</b>    | 260,300   |

|                              |   |
|------------------------------|---|
| <b>Name</b>                  | John Bennett-Therkildsen  |
| <b>Reason</b>                | Sr. Vice President, in compliance with article 28 a (2.1.) of the Danish Securities Trading Act |
| <b>Issuer</b>                | Bang & Olufsen a/s  |
| <b>ISIN</b>                  | DK0060177541  |
| <b>Designation</b>           | Shares  |
| <b>Nature of Transaction</b> | Purchase  |
| <b>Trading Date</b>          | 7 May 2009  |
| <b>Market</b>                | OMX Nordic Exchange Copenhagen A/S  |
| <b>Number</b>                | 6,735   |
| <b>Market price (DKK)</b>    | 127,965   |

Kim Bo Hansen  
Director, Global Counsel

*For any further information, please contact:  
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