

BANG & OLUFSEN A/S
3 November 2008

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 transactions:

| | |
|------------------------------|--|
| Name | Karl Kristian Hvidt Nielsen |
| Reason | President, CEO, in compliance with article 28a (2.1.) of the Danish Securities Trading Act |
| Issuer | Bang & Olufsen a/s |
| ISIN | DK0010218429 |
| Designation | Shares |
| Nature of Transaction | Purchase |
| Trading Date | 31 st of October 2008 |
| Market | OMX Nordic Exchange Copenhagen A/S |
| Number | 2.797 |
| Market price (DKK) | 346.828 |

Kim Bo Hansen
Director, Global Counsel

*For any further information, please contact:
Director, Global Counsel Kim Bo Hansen, tel.: +45 9684 5167.*