

OMX Nordic Stock Exchange
Nikolaj Plads 6
1067 Copenhagen K

Announcement of BoConcept Executives' trading with securities

In accordance with section 28 a of the Danish Securities Trading Act, BoConcept Holding A/S is required to publish information regarding trading in BoConcept Holding A/S shares and securities by Executives and persons closely associated with an Executive.

The statement is based on a report which BoConcept Holding A/S has received from one of the Executives on 9 October 2008.

Name:	BoConcept Invest ApS
Reason:	President & CEO Viggo Mølholm of BoConcept Holding A/S has owner share in BoConcept Invest ApS
Issuer:	BoConcept Holding A/S
ISIN:	DK0060050201
Designation:	Shares
Nature of transaction:	Purchase
Trading date:	09.10.2008
Market:	Copenhagen Stock Exchange
Number:	6,000
Market price DKK:	DKK 1,279,000

Herning, 10 October 2008