

OMX Nordic Exchange Copenhagen
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 the Executives on 11 August 2008.

The executive board of BoConcept Holding A/S has redeemed their remaining part of the share options.

Name:	Viggo Mølholm
Reason:	President & CEO of the company
Issuer:	BoConcept Holding A/S
ISIN:	DK0060050201
Designation:	Shares
Nature of transaction:	Purchase
Trading date:	11.08.08
Market:	OMX Nordic Exchange
Number:	7,200
Market price DKK:	DKK 324,000

Name:	Hans Barslund
Reason:	Vice President & CFO of the company
Issuer:	BoConcept Holding A/S
ISIN:	DK0060050201
Designation:	Shares
Nature of transaction:	Purchase
Trading date:	11.08.08
Market:	OMX Nordic Exchange
Number:	7,200
Market price DKK:	DKK 324,000

Herning, 11 August 2008