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### 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 on of the Executives on 7 March 2008.

<b>Name:</b>	Hans Barslund
<b>Reason:</b>	President & CFO of the company
<b>Issuer:</b>	BoConcept Holding A/S
<b>ISIN:</b>	DK0060050201
<b>Designation:</b>	Shares
<b>Nature of transaction:</b>	Purchase
<b>Trading date:</b>	07.03.08
<b>Market:</b>	Copenhagen Stock Exchange
<b>Number:</b>	4,000
<b>Market price DKK:</b>	1,220,000 DKK

Herning, 7 March 2008