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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 6 March 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:	06.03.08
Market:	Copenhagen Stock Exchange
Number:	49,400
Market price DKK:	DKK 14.942.018

Herning, 6 March 2008