

OMX Nordic Exchange Copenhagen
Announcement no. 29/2007

**Reporting of management's and their related parties'
transactions in Maconomy-shares and linked securities.**

Copenhagen, 16 November 2007. According to section 28a of the Danish Securities Trading Act, Maconomy A/S must report information about management's and their related parties' transactions in Maconomy-shares and linked securities.

According to a share transaction report from the insider shareholder set out below we hereby report the following:

Name	Reason	Nature of transaction	Trading date	Number of shares	Market price, DKK
Putega A/S	Related party to Management	Sale of shares	13 November 2007	24,500	542,150

The transaction took place at OMX Nordic Exchange Copenhagen, where shares of Maconomy A/S are listed with the securities ID code DK0010274174.

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This announcement has been prepared in Danish and English. The Danish version is to be considered the original version for official purposes and in case of any discrepancies between the two versions, the Danish version shall prevail.

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