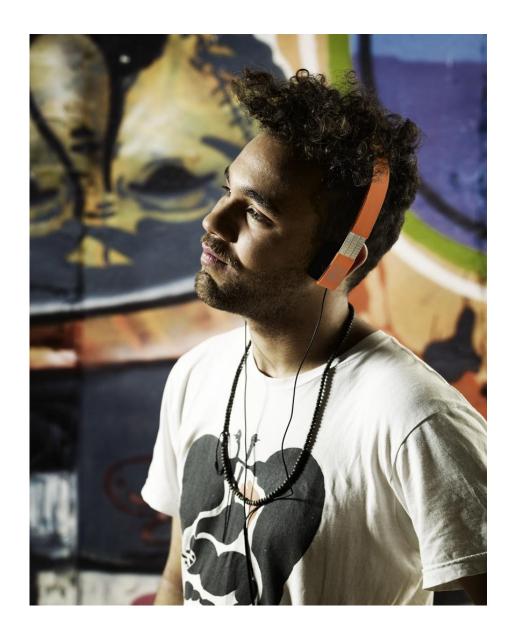
PRESS RELEASE 1/3



Still going strong: Bang & Olufsen design icon celebrates 25-year anniversary with new colours

This year, Bang & Olufsen's acclaimed Form 2 Headphones celebrate their 25th anniversary. The timeless design and outstanding sound quality of these iconic headphones still make them a popular choice for any discerning music lover on the go. So popular that four new colours will be introduced this fall.

BANG & OLUFSEN

PRESS RELEASE 2/3

Struer, September 2011

It's not often you decide to introduce new colours on a 25 year old product, but the popularity of Form 2, seems to be never ending. 25 years ago the design was celebrated as cool, sleek and cutting-edge and so admired that it was even included in the permanent collection at the Museum of Modern Art in New York.

Today, the admiration for the design has gone full circle and is now heralded for being retro-chic and the performance is still unquestionable. With the Form 2 headphones you can crank up the volume without compromising sound quality or annoying the neighbours. The acoustic design remains untouchable; dynamic drive units offer true, well-defined sound stage with a good bass, a focused middle and precise highs, allowing you to shut out the world and submerge yourself in pure, listening pleasure.

The lightweight Form 2 headphones are easily adjusted for maximum comfort even during longer listening sessions or when you are on the move. The four new colours; red, orange, yellow and white give a variety of choices, whether you want a bold statement or a more discrete alternative. The black version will of course continue as it is today.

For more information please contact:

Corporate Communication

Bang & Olufsen a/s

Phone: +45 96 84 51 00 Fax: +45 96 84 50 33

Bang & Olufsen was founded in Struer, Denmark, in 1925 by Peter Bang and Svend Olufsen, two innovative, young engineers devoted to high quality audio reproduction. Since then, the brand has become an icon of performance and design excellence through its long-standing craftsmanship tradition and the strongest possible commitment to high-tech research and development.

Still at the forefront of domestic technology, Bang & Olufsen has extended its comprehensive experience with integrated audio and video solutions for the home to other areas such as the hospitality and automotive industries in recent years. Consequently, its current product range epitomizes seamless media experiences in the home as well as in the car and on the move. For more information on Bang & Olufsen, please visit www.bang-olufsen.com.

PRESS RELEASE

Images are available free of charge from the **Bang & Olufsen media centre**: http://mediacenter.bang-olufsen.dk.

If you are a first-time visitor, please follow the instructions and register as a new user.

BANG & OLUFSEN