



Bang & Olufsen presents new corporate strategy

Struer, August 2011 - Following the announcement of the annual financial results on 17 August, Bang & Olufsen will host a press conference at Hotel Nimb in Copenhagen, where CEO Tue Mantoni will present Bang & Olufsen's new corporate strategy.

In continuation of Tue Mantoni's start as the new CEO of Bang & Olufsen a/s, Management initiated a strategic review with the aim of determining the Group's full potential. The result of this strategic review will be communicated on the day of the announcement of the results for the 2010/11 financial year.

Time and place for the press conference

Wednesday 17 August at 1 p.m. to 2 p.m. CET
Hotel Nimb (in the room "Rotunden"),
Bernstorffsgade 5,
1577 Copenhagen

After the press conference it will be possible to get an interview with Tue Mantoni by prior agreement. Please contact Director, Corporate Communication Tommy Jakobsen at +45 9684 5100.

Please note that a webcast presentation can be followed at 8.30 a.m. at www.bang-olufsen.com/investors

For more information please contact:

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***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.

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

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