ALM. BRAND

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Announcement No. 22/2010

Date 29 December 2010

Alm. Brand A/S – Report on transactions of executives and related parties of these with Alm. Brand A/S shares

Pursuant to § 28a of the Danish Securities Trading Act, Alm. Brand A/S hereby reports on transactions of executives and related parties of these with Alm. Brand A/S shares.

Name	Ellen Bardino
Reason	Related party to Member of the Board Arne Nielsen
Issuer	Alm. Brand A/S
ID code	DK0015250344
Description	Shares
Transaction	Purchase
Trading day	28 December 2010
Market	OMX Nordic Exchange Copenhagen
Number	4,505
Cash value in DKK	66,223.50

Name	Ellen Bardino
Reason	Related party to Member of the Board Arne Nielsen
Issuer	Alm. Brand A/S
ID code	DK0015250344
Description	Shares
Transaction	Purchase
Trading day	29 December 2010
Market	OMX Nordic Exchange Copenhagen
Number	2,500
Cash value in DKK	37,500.00

Please direct any questions regarding this announcement to Søren Boe Mortensen, Chief Executive, on tel. +45 35 47 79 07 or Susanne Biltoft, Head of Information and Investor Relations, on tel. +45 35 47 76 61.

Yours sincerely,

Alm. Brand A/S

Søren Boe Mortensen
Chief Executive