BETER BED HOLDING
Hard at work on a good night's rest

PRESS RELEASE

Uden, The Netherlands, 4 June 2007

BETER BED HOLDING: SHARE BUY BACK PROGRAM

Further to the share buy back program for the first half of the year 2007, announced on 26 April 2007, Beter Bed Holding N.V. announces that:

- during the period from 29 May upto and including 1 June 2007, Beter Bed repurchased 19,732 of its shares at an average price of € 26.58 per share;

- during the period from 3 May upto and including 1 June 2007, the total number of shares bought back is 133,723 at € 3,482,256, representing 69.6% of the announced objective of € 5 million, to be repurchased in the first half of 2007.

Profile
Beter Bed operates in the European bedroom furnishings market. Its activities include retail trade through a total of approximately 875 stores that operate via the chains Beter Bed (active in the Netherlands), Matratzen Concord (active in the Netherlands, Germany, Austria and Switzerland), El Gigante del Colchón (active in Spain), BeddenReus, Dormaël and Slaapgenoten (all three active in the Netherlands) and MAV (active in Germany). Beter Bed Holding is also active in the field of developing and wholesaling branded products in the bedroom furnishings sector in the Netherlands, Belgium and Germany via its subsidiary DBC International. Beter Bed Holding achieved net revenue of € 320 million in 2006. The company has been listed on the Eurolist of Euronext Amsterdam since December 1996 and forms part of the NextPrime segment. The Beter Bed Holding share is included in the Amsterdam Small-cap Index.

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