



PRESS RELEASE

B E T E R B E D H O L D I N G
Hard at work on a good night's rest

Uden, the Netherlands, 9 October 2009

New Chief Executive Office Beter Bed Holding

The Supervisory Board of Beter Bed Holding N.V. intends to appoint Ton Anbeek (47) as successor of Frans Geelen effective 1 March 2010. Frans Geelen who has led the company since 1 January 2001, announced in April of this year to leave the company at the Annual General Meeting of Shareholders in April 2010 at the latest.

Ton Anbeek will become acquainted with the company during the months of January and February and will assume all of Frans Geelen's responsibilities and authorities as Chief Executive Officer on 1 March 2010. The proposed appointment will be submitted to the shareholders and the works council in accordance with the articles of association and the applicable statutory regulations.

Ton Anbeek has since early 2007 served as Chief Executive Officer of Koninklijke Auping BV, a Dutch bedding company active in a number of European countries. Prior to his current position, he held various managerial positions in the Netherlands and abroad at Unilever for 20 years. In 1987 he received a master's degree in management at the Erasmus University Rotterdam and in 1988 he received a master's degree in Organisational Psychology at the University of Utrecht.

Profile

Beter Bed operates in the European bedroom furnishings market. Its activities include retail trade through a total of approximately 1,050 stores that operate via the chains Beter Bed (active in the Netherlands), Matratzen Concord (active in Germany, the Netherlands, Austria, Switzerland, Belgium and Poland), 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, Germany and Spain via its subsidiary DBC International. Beter Bed Holding achieved net revenue of € 358.6 million in 2008. The company has been listed on Euronext Amsterdam since December 1996. The Beter Bed Holding share is included in the Amsterdam Small Cap Index.

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