



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

PRESS RELEASE

Uden, the Netherlands, 21 October 2009

Extraordinary General Meeting of Shareholders of Beter Bed Holding N.V. on 5 November 2009

The Supervisory Board of Beter Bed Holding N.V. invites shareholders and other persons with voting rights to an Extraordinary General Meeting of Shareholders, to be held on Thursday, 5 November 2009 at 2:00 p.m. at the Hilton Hotel, Apollolaan 138, 1077 BG Amsterdam, The Netherlands, the agenda for which includes the Supervisory Board's proposal for the appointment of Mr A.H. Anbeek as Statutory Director and Chief Executive Officer with effect from 1 March 2010 in connection with the retirement of Mr F.J.H. Geelen as of the same date.

For the procedure for attending this Extraordinary General Meeting of Shareholders, please refer to the Notice of Extraordinary Meeting of Shareholders on our website www.beterbedholding.com.

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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