PRESS RELEASE

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Beter Bed Holding: Declaration of dividend

The Annual General Meeting of Shareholders of Beter Bed Holding N.V. that was held on 28 April 2010 declared a final dividend of EUR 0.69 per ordinary share of nominally EUR 0.02 each for the 2009 financial year.

An interim dividend of EUR 0.35 was paid in November 2009. The total dividend for 2009 consequently amounts to EUR 1.04, resulting in a pay-out ratio of 93%. A dividend of EUR 0.52 was paid for 2008 (pay-out ratio: 50%).

The final dividend will be paid entirely in cash.

The following schedule will apply to the payment of the dividend:

30 April 2010	listing ex dividend
4 May 2010	record date
14 May 2010	payment of dividend

Dividend policy

The dividend policy of Beter Bed Holding N.V. is aimed at maximising shareholder profit while maintaining a healthy capital position. The company's objective is to, subject to certain conditions, pay out at least 50% of the net profit to shareholders. This will be done in the form of payment of an interim dividend following publication of the third-quarter figures and payment of a final dividend following the adoption of the financial statements and following the approval of the dividend proposal by the Annual General Meeting of Shareholders. This method makes it possible to spread the payment of dividend more evenly across the year.

The company’s solvency must never fall below 30% on any given publication date as a result of the payment of dividend. The net interest-bearing debt/EBITDA ratio may never exceed two.

Profile

Beter Bed operates in the European bedroom furnishings market. Its activities include retail trade through a total of 1,072 stores at the end of March 2010 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 € 361.5 million in 2009. 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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