



PRESS RELEASE

Uden, The Netherlands, 17 March 2011

2010 Annual Report / Annual General Meeting of Shareholders

Beter Bed Holding N.V. is publishing its annual report for the financial year 2010 today on its website www.beterbedholding.com.

New visual identity

Our visual identity has now also been updated. We are pleased to present the new Beter Bed Holding logo today. In this logo we place the focus on our customers whom we believe are entitled to a good night's rest every night. This is why our mission of *'Hard at work on a good night's rest'* has obviously remained unchanged. Each day, there is nothing that inspires and motivates us more than ensuring that all our customers can sleep soundly and comfortably at an affordable price.

Annual General Meeting of Shareholders

The Annual General Meeting of Shareholders of Beter Bed Holding N.V. will be held at 12:30 p.m. on Thursday, 28 April 2011 at the IBN Vergadercentrum, Hockeyweg 5, 5405 NC in Uden, the Netherlands. The notice of the Annual General Meeting of Shareholders and the agenda with explanatory notes are also available on the website.

Visit Beter Bed head office

The Management Board of Beter Bed Holding N.V. cordially invites its shareholders to visit the Dutch retail formulas and the head office in Uden after the Annual General Meeting of Shareholders. If you would like to join us for this visit, please register by contacting the Management Board Secretariat of Beter Bed Holding N.V. on telephone number +31 413 338819 or at e-mail address bbholding@beterbed.nl.

Profile

Beter Bed operates in the European bedroom furnishings market. Its activities include retail trade through a total of 1,117 stores at the end of 2010 that operate via the chains Beter Bed (active in the Netherlands), Matratzen Concord (active in Germany, Austria, Switzerland, the Netherlands, 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 € 374.7 million in 2010. The company has been listed on Euronext Amsterdam since December 1996. The Beter Bed Holding share is included in the Amsterdam Small Cap Index.

For more information, please contact: Ton Anbeek, Chief Executive Officer
Tel. +31 (0)413 338819 / Fax +31 (0)413 338829 / Mob. +31 (0)6 53662838
E-mail: ton.anbeek@beterbed.nl / Website: www.beterbedholding.com