



wehkamp.nl



PRESS RELEASE

Uden, The Netherlands, 24 January 2012

Beter Bed and wehkamp.nl strategic partnership extended to 2015

Due to the good results of the test in 2011, wehkamp.nl and Beter Bed have extended the contract for a close partnership at a strategic level until 2015. Within this context the companies will also examine mutual opportunities for further expanding the alliance. The Netherlands' largest online department store and the market leader in the field of bedroom furnishings have worked in partnership since February 2011 in order to provide Dutch online consumers with even better service. Since this date the online store of wehkamp.nl has been offering Beter Bed's full core range that includes brands such as M Line, Kårlsson, Alpine Plus and Pullman. Beter Bed handles the purchasing and logistics of its products for the customers of wehkamp.nl.

Beter Bed

Beter Bed operates in the European bedroom furnishings market. Its activities include retail trade through a total of 1,187 stores at the end of 2011 that operate via the chains Beter Bed (active in the Netherlands and Belgium), 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, Germany, Belgium, Spain, Austria, Switzerland and Turkey via its subsidiary DBC International. Beter Bed Holding achieved net revenue of € 397.0 million in 2011. The company has been listed on NYSE Euronext Amsterdam since December 1996. The Beter Bed Holding share is included in the Amsterdam Small Cap Index.

wehkamp.nl

wehkamp.nl is one of the underlying brands of RFS Holland Holding B.V. With 1.6 million regular customers, more than 114 million visitors a year and approximately 7 million shipments annually, wehkamp.nl is the market leader for online shopping and the largest online department store in the Netherlands. The brand values of wehkamp.nl - modern, exciting, adventurous and committed - are leading in decisions concerning the product range, services, pricing and communications. These values are reflected in every aspect of the retail formula. RFS Holland Holding B.V. (RFS), the parent company of wehkamp.nl, Create2fit, Fonq.nl and Lacent B.V., achieved revenue totalling € 488 million in the 2010/2011 financial year, which was the best result in the company's history.

For more information, please contact:

wehkamp.nl

Dirk van den Bogaart, Corporate Reputation Manager & Spokesman

Tel. +31 (0)38 4973184

Mob. +31 (0)6 53156851

Email: dvdbogaart@wehkamp.nl

Beter Bed

Ton Anbeek, Chief Executive Officer

Tel. +31 (0)413 338819

Fax +31 (0)413 338829

Mob. +31 (0)6 53662838

Email ton.anbeek@beterbed.nl

Website: www.beterbedholding.com