



## 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, 17 August 2007

### **BeddenReus orders container of mattresses to be destroyed and recalls Slowfoam 300 mattresses (1,310 units)**

Dutch National Broadcasting Company's Radio 1 reported today in its *De Ochtenden/Argos* programme on a consignment of mattresses in which an excessively high concentration of poisonous materials had been discovered. This report could have created the impression that this may have involved multiple containers with thousands of mattresses from China destined for multiple formulas of Beter Bed Holding N.V. The report may have also created the misconception that the company wished to introduce these mattresses to the market against its better judgement. This is incorrect because the facts are as follows. Only one of the containers contained a consignment of mattresses for delivery to the company, namely BeddenReus. BeddenReus (30 cash & carry stores, all located in the Netherlands) is a division of Beter Bed Holding N.V. The container was shipped from China and contains 728 mattresses. The Dutch Ministry of Housing, Spatial Planning and the Environment stated on 15 August 2007 that it would present the definitive test results on 17 August 2007 and would state at that time what action should be undertaken with regard to the container. The Dutch Ministry of Housing, Spatial Planning and the Environment sent the test results of a random check of the mattresses from the container to BeddenReus yesterday. While these results were not yet accompanied by a conclusion/recommendation from the Ministry, the company assumes that the mattresses contain excessive amounts of the substances benzene and 1.2-dichloroethane. The company has consequently decided to have the mattresses destroyed. While it has not yet been determined whether there are also problems with other mattresses from this supplier, BeddenReus has immediately halted the sale of these mattresses pending further investigation. The product involved is the Slowfoam 300 mattress. A total of 1,310 of these mattresses have been sold via BeddenReus. Customers who have purchased a Slowfoam 300 mattress are requested to return the mattress to the store for a full refund of the purchase price.

This problem may have arisen due to the fact that containers with wooden packing materials must be sprayed with a pesticide against vermin. The container for BeddenReus should not have been sprayed due to its contents.

Other divisions of Beter Bed Holding have never purchased mattresses from China in general and have not imported products from this supplier in particular. These mattresses (Slowfoam 300) are the only mattresses that BeddenReus has purchased in China.

### **Profile**

Beter Bed operates in the European bedroom furnishings market. Its activities include retail trade through a total of approximately 900 stores that operate via the chains Beter Bed (active in the Netherlands), Matratzen Concord (active in the Netherlands, Germany, Austria and Switzerland), 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 and Germany via its subsidiary DBC International. Beter Bed Holding achieved net revenue of € 320 million in 2006. The company has been listed on the Eurolist of Euronext Amsterdam since December 1996 and forms part of the NextPrime segment. The Beter Bed Holding share is included in the Amsterdam Small-cap Index.

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