



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, 5 November 2009

Ton Anbeek appointed Chief Executive Officer of Beter Bed Holding effective 1 March 2010

Ton Anbeek was appointed Statutory Director and Chief Executive Officer of the company effective 1 March 2010 at the Extraordinary General Meeting of Shareholders of Beter Bed Holding N.V. held today. He will succeed Frans Geelen who will retire on the same date.

Ton Anbeek, who will take up employment with Beter Bed Holding effective 1 January 2010, has since early 2007 served as Chief Executive Officer of Koninklijke Auping BV, which is a Dutch bedding company that has activities in a number of European countries. Prior to this position, he held various managerial positions in the Netherlands and abroad at Unilever for 20 years. In 1987 he received a master's degree in management at the Erasmus University Rotterdam and in 1988 he received a master's degree in Organisational Psychology at the University of Utrecht.

Frans Geelen has led the company as Chief Executive Officer since 1 January 2001. He announced in April of this year to leave the company at the Annual General Meeting of Shareholders in April 2010 at the latest.

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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