



PRESS RELEASE

Uden, The Netherlands, 14 January 2008

BETER BED HOLDING: UPDATE SHARE BUY BACK PROGRAM

Further to the share buy back program for the second half of the year 2007, announced on 26 October 2007, Beter Bed Holding N.V. announces that:

- during the period from 7 January 2008 until and including 11 January 2008, Beter Bed repurchased 12,885 of its shares at an average price of €15.97 per share;
- during the period from 3 December 2007 up to and including 11 January 2008, the total number of shares bought back is 65,363 at €1,133,398.91, representing 22.67% of the announced objective of €5 million, to be repurchased in the period until 23 April 2008.

Profile

Beter Bed operates in the European bedroom furnishings market. Its activities include retail trade through a total of approximately 940 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 Euronext Amsterdam since December 1996. The Beter Bed Holding share is included in the Amsterdam Small-cap Index.

For further information: Frans Geelen, Chief Executive Officer
Tel. +31 (0)413 338819 / Fax +31 (0)413 338829/ Mob. +31 (0)6 29565517
E-mail: frans.geelen@beterbed.nl / Website: www.beterbedholding.com