



PRESS RELEASE

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BETER BED HOLDING: SHARE BUY BACK PROGRAM

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

- during the period from 3 May 2007 until and including 11 May 2007, Beter Bed repurchased 50,753 of its shares at an average price of € 25.88 per share; which is equal to 26.3% of the announced amount of € 5 million.
- As the share buy back program started per 3 May 2007, the aggregate values of the share buy back program are equal to the values stated above.

Profile

Beter Bed operates in the European bedroom furnishings market. Its activities include retail trade through a total of approximately 875 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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