

## **Sleep Country Canada Expands into Atlantic Market**

### **Four stores to launch in HRM, one in New Minas**

Halifax, NS, July 29, 2013 -- Canada's largest mattress retailer will open for business in Nova Scotia this summer, the company's first step into the Atlantic region. Sleep Country Canada plans to launch five stores in the province, starting with a flagship store on Spring Garden Road near the corner of Queen Street in downtown Halifax on August 1, 2013. "We chose Spring Garden Road because it's a central location in the heart of the city. It's convenient for people living on the peninsula and is easily accessible to students at nearby university and college campuses," said Sleep Country Canada President Christine Magee, who co-founded the company in 1994. "We hope to draw customers to the downtown shopping area and contribute to a thriving downtown Halifax community." Sleep Country will open stores in Bayers Lake and Bedford on September 1. The Dartmouth and New Minas locations are set for October. Magee's husband Al is from Bedford Basin, so she says the Halifax area holds a special place in her heart. "I've always loved visiting this part of Canada and now I have even more reasons to come here," said Magee. "This is a fantastic market for us and a great place to start our expansion into the Atlantic Provinces. We look forward to helping Atlantic Canadians get a better night's sleep." Sleep Country Canada is known for its customer-focused approach to retail, and for offering a broad selection of mattresses, linens, pillows, headboards and other sleep accessories in each of its locations. It is the only retailer in Canada to offer mattresses from Sealy, Serta, Simmons, Kingsdown, Tempur-Pedic, iComfort, Octaspring and Sunset Collection all under one roof. "We don't just sell mattresses...we sell sleep. Sleep Country's sales associates offer a great deal of expertise and we provide a wide selection of mattresses and price points so every customer can find the right mattress to get the best night's sleep possible," said Magee. "The shopping experience at Sleep Country is relaxing and consultative with no pressure. We take sleep seriously and we believe our customers will feel that difference the second they walk into our stores." .../2 Sleep Country Canada Starts Atlantic Expansion via Nova Scotia p. 2 of 3 Magee added that Sleep Country will beat competitor's prices on a comparable bed - it doesn't have to be the same bed, just similar. The company also offers a comfort guarantee that means customers can try out a new bed risk-free for 60 nights and exchange it if necessary. "Basically, you can't make a mistake when you buy your new mattress at Sleep Country." Community involvement and environmental sustainability are core values influencing Sleep Country's business approach. Magee said one of the first things her team did when they decided to expand into Nova Scotia was to meet with charity partners and recycling experts to determine the best approach to recycling mattresses in the Atlantic. Sleep Country reached out in advance to charities in the Halifax Regional Municipality to establish a local bed donation program that will make used beds available - for free - to families and children in need. Sleep Country has partnered with Bryony House, YWCA Halifax's Supportive Housing for Young Mothers (SHYM) Program, Shelter Nova Scotia and Salvation Army to name a few. "We're proud to be the only major mattress retailer in Canada to commit to a comprehensive recycling program. If your current mattress is in good shape when we deliver its replacement, we'll donate your old mattress to a local charity. Otherwise, we'll break it down completely and recycle it. This is all part of Sleep Country Canada's efforts that will divert thousands of mattresses from Nova Scotia landfills every year," Magee said. Locations for the new Sleep Country Canada stores in Nova Scotia include: Downtown Halifax (Open Aug. 1, 2013) □ 5415 Spring Garden Road Bayers Lake (Open Sept. 1, 2013) □ 187 Chain Lake Drive Bedford Commons (Open Sept. 1, 2013) □ 205 Damascus Road Dartmouth (Open Oct. 3, 2013) □ 50 Highfield Park Drive, Unit #100 New Minas (Open Oct. 3, 2013) □ 9293 Commercial Street About Sleep Country Canada Sleep Country LP owns and operates 245 corporate-owned stores in addition to the 5 stores opening in Nova Scotia. In Canada, Sleep Country is the largest mattress retailer with 155 stores in nine regional markets and 46 stores in Quebec under the Dormez-vous banner. The company also owns Sleep America, Arizona's largest mattress retailer with 44 stores. For more information about the company visit [www.sleepcountry.ca](http://www.sleepcountry.ca), on Facebook at [www.facebook.com/SleepCountryCanada](http://www.facebook.com/SleepCountryCanada) and on Twitter at [www.twitter.com/SleepCountryCan](http://www.twitter.com/SleepCountryCan). # # # Sleep Country Canada Starts Atlantic Expansion via Nova Scotia p. 3 of 3 For more information and to arrange an interview with Sleep Country Canada President Christine Magee, please contact: Holly Dunn Dunn & Associates Communications and Public Affairs Inc. 902-266-3866 [holly.dunn@dunnassociates.ca](mailto:holly.dunn@dunnassociates.ca)

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