

Sleep Country continues Atlantic Canada store roll-out New Minas opening earlier than planned



Halifax, NS, September 12, 2013 -- Just over a month after launching its downtown Halifax store on Spring Garden Road, Sleep Country will hold grand opening celebrations at its Bedford Common, and Bayers Lake stores September 14 and 15. The company also plans to open its New Minas store September 21, 2013, several weeks earlier than planned. A Dartmouth store is also under construction. "We're off to a great start. Nova Scotia customers are really enjoying the shopping experience and expertise that we offer in choosing the right mattress and pillow," said Gale Sabharwal, Regional Sales Manager for Atlantic Canada, who is originally from Yarmouth and moved home to lead sales operations in the region. "We're looking forward to connecting customers in the Valley with a better night's sleep later this month." Sleep Country launched its Atlantic business with a storefront at Spring Garden Road and Queen Street in downtown Halifax in late July. The company plans to open a total of five stores in Nova Scotia in its first year. "I jumped at the chance to bring Sleep Country to my home province," said Sabharwal. "It's been very exciting to expand so quickly and give more Nova Scotians convenient access to 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. Sleep Country Canada locations in Nova Scotia include: Downtown Halifax (NOW OPEN) 5415 Spring Garden Road Bayers Lake (NOW OPEN) 187 Chain Lake Drive Bedford Commons (NOW OPEN) 205 Damascus Road New Minas (OPENING SEPTEMBER 21) 9293 Commercial Street Dartmouth (OPENING TBC) 50 Highfield Park Drive, Unit #100 About Sleep Country Canada Sleep Country LP owns and operates 248 corporate-owned stores in addition to the 2 stores still to open in Nova Scotia. In Canada, Sleep Country is the largest mattress retailer with 158 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, on Facebook at www.facebook.com/SleepCountryCanada and on Twitter at www.twitter.com/SleepCountryCan. ### For more information, please contact: Holly Dunn Dunn & Associates Communications and Public Affairs (902) 266-3866 holly.dunn@dunnassociates.ca

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