

Sleep Country's Policy Regarding Fair and Ethical Advertising

Sleep Country is aware that the Canadian Competition Bureau is now investigating Sears and Hudson's Bay for their mattress advertising practices. The article can be found here: <http://www.theglobeandmail.com/report-on-business/the-bay-sears-mattress-discounts-under-investigation/article23141311/>.

Sleep Country, since inception in 1994, has been a fair and honest advertiser. "We believe in fair competition and take pride in the fact that in our 21 years in business, we have always complied with the laws that govern Canadian advertising", said Christine Magee, Co-founder of Sleep Country.

When you see or hear an advertisement from Sleep Country, every savings claim is honest and every promise is true. "We pride ourselves on helping Canadians get a better night's sleep. We believe that the foundation of a loyal customer relationship starts with being honest in our advertising," said Magee. Sleep Country has a longstanding [advertising practice and policy](#).

About Sleep Country Canada

Sleep Country LP owns and operates 212 corporate-owned stores. In Canada, Sleep Country is the largest mattress retailer with 165 stores in twelve regional markets and 47 stores in Quebec under the Dormez-vous banner. For more information about the company visit www.sleepcountry.ca.

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<https://ir.sleepcountry.ca/2015-01-01-Sleep-Countrys-Policy-Regarding-Fair-and-Ethical-Advertising>