

Sleep Country Canada Brings Better Sleep to New Brunswick Stores Now Open in Fredericton, Moncton and Saint John

Fredericton, NB, May 15, 2015 -- Canada's largest mattress retailer is open for business in New Brunswick, marking the company's further expansion into the Atlantic region. Sleep Country now has three stores in New Brunswick, in addition to the five stores it opened in Nova Scotia in 2013. The newest store opens today in Fredericton and is located in the Corbett Centre at 30 Trinity Avenue. The Moncton and Saint John locations opened in March of this year.

"We are very excited to be continuing our Atlantic expansion into New Brunswick," said Sleep Country Canada Co-Founder Christine Magee. "We look forward to providing more Canadians with a better night's sleep."

Sleep Country is known for its customer-focused approach to retail, and for offering a wide selection of mattresses, pillows, linens, designer 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, Dormeo and Contour Collection all under one roof.

"We don't just sell mattresses...we sell sleep. Sleep Country's sales associates are Sleep Experts. They are very focused on helping a customer choose the best products for the customer's needs and budget so they can get the best night's sleep possible," said Magee. "The shopping experience at Sleep Country is friendly 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."

Magee added that if Sleep Country's mattress price isn't already lower, they will beat any competitor's price by at least 5%. 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."

New Brunswick Store Locations:

Fredericton – Corbett Centre
30 Trinity Avenue
E3C 0B7
(506) 459-6012

Moncton
20 Wyse Street
E1G 0Z5
(506) 854-6624

Saint John – Cobalt Centre
15 Hubert Street
E2J 0J2
(506) 693-6634

About Sleep Country Canada

Sleep Country operates 170 corporate-owned stores across Canada. Sleep Country is the #1 mattress retailer in Canada and also carries a wide selection of pillows, linens, headboards and lifestyle adjustable bases. For more information about the company visit www.sleepcountry.ca, on Facebook at www.facebook.com/SleepCountryCanada and on Twitter [@SleepCountryCan](https://twitter.com/SleepCountryCan).

For more information or to arrange an interview with Sleep Country, please contact:

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