

Sleep Country Now Open In Prince George, British Columbia

Prince George, BC, August 7, 2015 --Sleep Country is celebrating the Grand Opening of its newest location in Prince George, British Columbia. The new store is located at:

3040 Recplace Drive
Prince George
V2N 0B2
Phone: (250) 561-0120

"We are thrilled to expand to Prince George. British Columbia has always been a special place to us since the brand launched in Vancouver in 1994 with such a warm reception from our customers," said Christine Magee, co-founder of Sleep Country. Magee added, "We pride ourselves on providing an excellent customer experience from our in-store Sleep Experts straight through to our on-time and friendly delivery service, which we're delighted to now offer in Prince George."

Sleep Country sells a wide variety of mattresses for every room in your home, from your master bedroom retreat, to kids' rooms and spare bedrooms. Sleep Country's Back to School campaign is in full swing, which will provide students attending University of Northern British Columbia in Prince George with a better night's sleep too! Sleep Country has mattresses starting at just \$149 every day. A unique aspect of the Back to School Program is that students can pick out their new bed at any Sleep Country location across Canada and then have it delivered to the University of Northern British Columbia (UNBC) campus or off-campus apartment for the day they move in. More information about Sleep Country's Back to School Program can be found at <http://www.sleepcountry.ca/students>.

With the opening of the Prince George location, Sleep Country now has 172 locations across Canada.

About Sleep Country

Sleep Country Canada Holdings Inc. operates 220 corporate-owned stores and is the #1 mattress retailer in Canada. The company operates under two retail banners, Sleep Country with 172 stores across Canada and Dormez-vous with 48 stores in Quebec. In addition to carrying Canada's largest selection of mattresses, the retailer also offers a wide variety of pillows, linens, headboards and lifestyle adjustable bases - everything you need for a better night's sleep. 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 please contact:

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<https://ir.sleepcountry.ca/2015-08-15-Sleep-Country-Now-Open-In-Prince-George,-British-Columbia>