

Sleep Country Canada becomes the official Morning Show sponsor of Rogers Radio's #1 Station in Toronto, 98.1 CHFI

TORONTO, May 9, 2016 /CNW/ - Sleep Country Canada is now the official sponsor of Erin and Darren in the Morning on 98.1 CHFI, Rogers Radio's #1 station in Toronto.

"98.1 CHFI has always been an important station for helping us reach our customers and we're delighted that Torontonians will get their Sleep Country morning wake-up call courtesy of Erin Davis and Darren B. Lamb," said Dave Friesema, CEO of Sleep Country.

Sleep Country's philosophy is focused on matching Canadians to the right mattress, pillow and sleep accessories for their sleep style and sleep needs. "The right sleep products can help provide a restorative night's sleep giving you the energy you need to take on a new day and be your best self. This dovetails perfectly with 98.1 CHFI's mandate to help listeners start their morning off right," added Friesema.

Messages about the importance of sleep and improving your sleep will be seamlessly woven throughout Erin and Darren in the Morning. Consumers can also expect Sleep Country giveaways throughout the sponsorship.

Sleep Country has 59 store locations in the Greater Toronto Area.

About Sleep Country

Sleep Country Canada Holdings Inc. operates 229 corporate-owned stores and is the #1 mattress retailer in Canada. The company operates under two retail banners, Sleep Country with 179 stores across Canada and Dormez-vous with 50 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).

SOURCE Sleep Country Canada Holdings Inc. Investor Relations

Laura Baker, VP, Marketing, laura.baker@sleepcountry.ca, 416-242-4774 ext. 2240

<https://ir.sleepcountry.ca/2016-05-09-Sleep-Country-Canada-becomes-the-official-Morning-Show-sponsor-of-Rogers-Radios-1-Station-in-Toronto,-98-1-CHFI>