

## **Sleep Country Canada Expands into Northern Ontario**

SUDBURY, ON, May 30, 2016 /CNW/ - Sleep Country, Canada's largest mattress retailer is pleased to announce the opening of a new store location in Sudbury. This expansion into Northern Ontario is a first for the retailer and signifies the company's continued growth in the province. The new store is located at:

799 Notre Dame Avenue  
Sudbury, ON P3A 2T2  
Phone: 705-524-8687

"This is our first store location in Sudbury and we're very excited to become a part of this vibrant and diverse community," said Stewart Schaefer, Chief Business Development Officer at Sleep Country Canada. "Our new retail design features an interactive sleep accessory section so exploring our pillows, duvets, sheets and designer headboards in addition to mattresses is now part of a more comprehensive shopping experience for our customers," added Schaefer.

Sleep Country 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. Sleep Country's sales associates are Sleep Experts. "We are very focused on helping a customer choose the best sleep products for their needs and budget so they can get the best night's sleep possible," said Schaefer. "Our Sleep Experts are friendly and consultative with no pressure. Sleep is all that we do and we believe our customers will feel that difference the second they walk into our stores," Schaefer added.

Sleep Country also has an Unbeatable Price Guarantee. 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 which 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," added Schaefer.

With the opening of the new Sudbury location, Sleep Country now has 180 locations across Canada.

### **About Sleep Country**

Sleep Country Canada Holdings Inc. operates 230 corporate-owned stores and is the #1 mattress retailer in Canada. The company operates under two retail banners, Sleep Country with 180 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](http://www.sleepcountry.ca), on Facebook at [www.facebook.com/SleepCountryCanada](https://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](mailto:laura.baker@sleepcountry.ca), 416-242-4774 ext. 2240

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