

## **Sleep Country Canada Opens New Location in North Bay, Ontario**

NORTH BAY, ON, June 10, 2016 /CNW/ - Sleep Country, Canada's largest mattress retailer is pleased to announce their continued expansion into Northern Ontario with the opening of a new store location in North Bay. The retailer now has two stores located in the province's Northern region, including their Sudbury location which opened successfully in late May 2016. The new North Bay store is located at:

300 Lakeshore Drive  
North Bay, ON P1A 3V2  
Phone: 705.497.8392

"Northern Ontario remains a new market for us and we're thrilled to be continuing our expansion in this region," said Sleep Country Canada's Chief Business Development Officer, Stewart Schaefer. "We look forward to providing more Canadians with the essentials for a better night's sleep."

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. In addition to mattresses, they offer a wide selection of pillows, linens and designer headboards as well as other sleep accessories. Their Price Guarantee ensures that competitor pricing is beat by at least 5% while their Comfort Guarantee gives customers the option to try out a new bed risk-free for 60 nights and exchange it if necessary.

"Our focus is entirely on helping our customers sleep better by helping them select the right mattress and the right pillow for their individual sleep needs," added Schaefer. "Buying a new bed can be intimidating, but our Sleep Experts help make the process fun and educational with no pressure."

With the opening of the new North Bay location, Sleep Country now has 181 locations across Canada.

### **About Sleep Country**

Sleep Country Canada Holdings Inc. operates 231 corporate-owned stores and is the #1 mattress retailer in Canada. The company operates under two retail banners, Sleep Country with 181 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

please contact: Laura Baker, VP, Marketing, [laura.baker@sleepcountry.ca](mailto:laura.baker@sleepcountry.ca), 416-242-4774 ext. 2240

---

<https://ir.sleepcountry.ca/2016-06-10-Sleep-Country-Canada-Opens-New-Location-in-North-Bay,-Ontario>