

Sleep Country Brings Better Sleep to Prince Edward Island

Sleep Country opens its first store in Charlottetown

CHARLOTTETOWN, June 24, 2016 /CNW/ - Sleep Country, Canada's largest mattress retailer is now open for business in Prince Edward Island, marking the company's continued expansion into the Atlantic region. Sleep Country operates eight stores in the Maritimes, five in Nova Scotia and three in New Brunswick which opened in 2013 and 2015 respectively. The new Charlottetown store is conveniently located across the street from Charlottetown Mall in Buchanan Street Plaza:

180 Buchanan Drive
Charlottetown, PEI C1E 2H8
Phone: 902-892-1520

"Charlottetown is our first store in PEI and we're absolutely thrilled to better serve this dynamic community," said Stewart Schaefer, Chief Business Development Officer at Sleep Country Canada. "Our Charlottetown store features our new retail design, which includes an interactive sleep accessory section so shopping for pillows, duvets, sheets and designer headboards in addition to mattresses is a unique, enjoyable and convenient experience," 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 our customers 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 store," 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 shop with confidence when you buy your new mattress at Sleep Country," added Schaefer.

With the opening of the new Charlottetown location, Sleep Country now has 183 locations across Canada.

About Sleep Country

Sleep Country Canada Holdings Inc. operates 233 corporate-owned stores and is the #1 mattress retailer in Canada. The company operates under two retail banners, Sleep Country with 183 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

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