

Sleep Country Brings Better Sleep to Lloydminster, Alberta

LLOYDMINSTER, AB, Aug. 3, 2016 /CNW/ - Sleep Country, Canada's largest mattress retailer has arrived in Lloydminster, Alberta. The new Lloydminster store is conveniently located at:

5027 44 Street
Lloydminster, AB T9V 0A6
Phone: 780-874-1908

"Lloydminster marks Sleep Country's 32nd location in Alberta. Expanding to Lloydminster gives our Sleep Experts the privilege and the opportunity to match even more Albertans with the right mattress and the right pillow, essentials for achieving a better sleep," said Stewart Schaefer, Chief Business Development Officer at Sleep Country. "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 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 stores," Schaefer added.

In addition, for the entire month of August, members of the community can drop off new or gently used pyjamas and storybooks at any Sleep Country, which will be in turn donated to local children in need. "We strongly believe in helping every child get a better night's sleep," added Schaefer.

With the opening of the new Lloydminster location, Sleep Country now has 184 locations across Canada.

About Sleep Country

Sleep Country Canada Holdings Inc. operates 234 corporate-owned stores and is the #1 mattress retailer in Canada. The company operates under two retail banners, Sleep Country with 184 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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