

Sleep Country Brings Better Sleep to Southern Ontario

CHATHAM, ON, Nov. 18, 2016 Sleep Country, Canada's largest mattress retailer, has arrived in Chatham, Ontario. The new Chatham store is conveniently located at:

801 St. Clair Street
Chatham, ON N7M 5J7
Phone: 519-355-0635

"We're very excited to open our doors in Chatham. Expanding into Southern Ontario gives our enthusiastic team of Sleep Experts the privilege and the opportunity to help even more customers select the best possible products for their sleep needs. Since the average person spends one third of their life sleeping, choosing the right mattress and the right pillow is an important decision, one our team is happy to be a part of," said Stewart Schaefer, Chief Business Development Officer at Sleep Country. "And, since our new retail design features an interactive sleep accessory section, exploring our pillows, duvets, sheets and designer headboards in addition to mattresses is now part of an enhanced shopping experience," added Schaefer.

Sleep Country is also committed to community involvement and environmental sustainability. The company offers a Bed Donation Program that makes used beds available, for free, to those in need and is the only major mattress retailer to commit to a comprehensive recycling program. Any mattresses that cannot be repurposed through the Bed Donation Program are 100% recycled. In 2015 alone, Sleep Country donated over 49,000 mattresses and foundations to families in need. In addition, the company recycled over 92,000 mattresses that could not be donated to charity.

With the opening of the new Chatham location, Sleep Country now has 185 locations across Canada.

About Sleep Country

Sleep Country Canada Holdings Inc. operates 235 corporate-owned stores and is the #1 mattress retailer in Canada. The company operates under two retail banners, Sleep Country with 185 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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