

Sleep Country Continues Expanding in Ontario

SCARBOROUGH, ON, March 3, 2017 /CNW/ - Sleep Country, Canada's largest mattress retailer is celebrating the opening of a new store in Scarborough. The new store is conveniently located at:

5985 Steeles Avenue East
Scarborough, ON M1V 5P7
Phone: 416-335-0247

"Our new location in Scarborough marks the first new store opening of 2017 and our 95th store location in Ontario. Expanding our store base gives our Sleep Experts the privilege and opportunity to better match even more Ontarians with the essentials for a better night's sleep," said Stewart Schaefer, Chief Business Development Officer at Sleep Country. The new Scarborough location features Sleep Country's newest retail design highlighting an extensive selection of mattresses and sleep accessories, including pillows, duvets, sheets and designer headboards in a modern retail environment.

With the opening of the new Scarborough location, Sleep Country now has 186 locations across Canada and 95 locations in Ontario.

About Sleep Country

Sleep Country Canada Holdings Inc. operates 236 corporate-owned stores and is the #1 mattress retailer in Canada. The company operates under two retail banners, Sleep Country with 186 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

Laura Baker, VP, Marketing, laura.baker@sleepcountry.ca, 416-242-4774 ext. 2240

<https://ir.sleepcountry.ca/2017-03-03-Sleep-Country-Continues-Expanding-in-Ontario>