

## **Continued Growth for Sleep Country in Calgary**

CALGARY, May 5, 2017 /CNW/ - Sleep Country, Canada's largest mattress retailer is pleased to announce the opening of a new store location in Calgary. The new store is conveniently located at CF Market Mall, North Calgary's premier shopping destination:

3625 Shaganappi Trail  
Calgary, AB T3A 5C4  
Phone: 403-288-4294

"We are excited about the opening of this interior mall location, our second in Sleep Country's chain of stores. We continue to explore these new opportunities based on the success we've experienced with our other Calgary-based mall location at the Chinook Centre," said Stewart Schaefer, Chief Business Development Officer at Sleep Country. The new Market Mall 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. "At Sleep Country, we're very focused on helping our customers choose the right sleep products for their sleep needs. The right mattress and the right pillow can improve the quality of your sleep and your life," added Schaefer.

During the month of May, customers can also drop off new or gently used pyjamas and storybooks at the Market Mall location or at any Sleep Country location across the country. "It is our mission to help every Canadian child, especially those in need, experience a better bedtime," added Schaefer. Pyjamas and Storybooks collected in Calgary will be distributed through local community organizations to Calgarian families in need.

With the opening of the new Calgary location, Sleep Country now has 188 locations across Canada and 30 locations in Alberta.

### **About Sleep Country**

Sleep Country Canada Holdings Inc. operates 239 corporate-owned stores and is the #1 mattress retailer in Canada. The company operates under two retail banners, Sleep Country with 188 stores across Canada and Dormez-vous with 51 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

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