

Sleep Country Canada unveils their innovative Bloom™ mattress in a box and a fresh eCommerce platform to help Canadians sleep easy

TORONTO, May 9, 2017 /CNW/ - Today Sleep Country Canada and Dormez-vous, the nation's leading mattress retailer, officially unveiled their much anticipated eCommerce platform that will serve as the new home for the company's innovative new Bloom™ mattress in a box, Ploom™ pillows, a collapsible boxspring and a range of exclusive bed accessories, including sheets, pillows, duvets, headboards -- everything you need to outfit your bedroom.

With 23 years of experience helping Canadians get a great night's sleep, Sleep Country is proud to launch Bloom, the retailer's first mattress in a box offering. Created by Sleep Country's Sleep Obsessed Experts to help Canadians wake refreshed, Bloom is available online and delivered for free right to your door. All consumers need to do is unbox the mattress, let it "bloom," and start dreaming.

"Our Sleep Experts developed the Bloom mattress leveraging their extensive knowledge of sleep, Canadians sleep habits and a substantial amount of R&D resources to craft the best mattress in a box on the market. We've created a supportive and convenient mattress that Canadians truly want," said Stewart Schaefer, Chief Business Development Officer of Sleep Country Canada.

For Sleep Country, the launch of the new Bloom and Ploom brands in addition to the eCommerce platform are designed to help reach young, tech-savvy Canadians who prefer to do their shopping online. While online mattress buying is projected to be a small percentage of overall mattress buyers, Canada's #1 mattress retailer is now poised to dominate in the space.

Available in Twin, Twin XL, Full, Queen and King sizes, Bloom mattresses are competitively priced with the Queen size retailing for \$995. Learn more about Bloom at sleepcountry.ca and dormezvous.com to see the platform firsthand.

Unlike other mattress in a box offerings, Bloom consumers will be able to test out a Bloom mattress at any one of Sleep Country or Dormez-vous' convenient locations across the country. Consumers will also enjoy a 10-year warranty, including a 100 night comfort guarantee, with access to Sleep Country's established customer service team.

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 or dormezvous.com.

SOURCE Sleep Country Canada Holdings Inc. Investor Relations

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