

## **Sleep Country Canada Unveils New Distribution Centre and Headquarters** **New 140,000 square foot Brampton facility poised to support business, e-commerce, and employee growth over next 15 years**



TORONTO, Oct. 2, 2017 /CNW/ - Sleep Country Canada Holdings Inc. ("Sleep Country" or the "Company") (TSX: ZZZ) the nation's leading mattress retailer, is proud to announce the opening of a new distribution centre and head office in the Greater Toronto Area designed to help fuel the next phase of the company's aggressive growth plans.

The new 140,000 square foot facility in Brampton, offers 76% more cubic space than the current location, which will give the GTA region much more capacity to support our aggressive growth plans for years to come. This timely expansion will allow Sleep Country to accommodate future store openings, support growth in new categories such as lifestyle bases and accessories.

"Our new facility reflects Sleep Country's business growth and strength as market leader, as well as an investment in our company's culture. We are committed to fostering internal growth and this space will help our amazing teams continue to innovate our brick and mortar stores and grow our exciting new e-commerce business," said Dave Friesema, Chief Executive Officer of Sleep Country Canada.

With the continued success of Sleep Country's ever growing 244 store base coupled with the new e-commerce platform necessitated the move to a larger space.

Along with the state-of-the-art distribution centre, the new facility will house an open-concept head office space for over 165 employees. The new office which encourages cross functional collaboration, will feature many aspects of Sleep Country's new open-concept store design, and will include meeting areas throughout, state of the art audio-visual capabilities, and a dedicated area for photo shoots.

The company's investment into an improved space at head office will promote creativity and continue to strengthen its award winning company culture.

Sleep Country continues to have the biggest retail mattress market share in Canada, at over 25%, and the company has quickly become a player in the growing online mattress business, with the launch of their own mattress in a box, Bloom™. While the addition of an e-commerce platform is exciting, the company recognizes that mattresses are tactile and online shoppers still want to visit retail stores to try their mattress out before making a purchase. Bloom customers are able to test out the mattress at any one of Sleep Country's convenient locations across the country before purchasing.

After 22 years in its original distribution centre - which supported unrivaled business growth in the GTA - Sleep Country's move to an enhanced facility reflects the company's impressive run of success. As at June 30, 2017 Sleep Country's last 12 months of revenue was \$553.6 million, which reflects a growth of 13.2% over the previous 12 months. The second quarter of 2017 also marked Sleep Country's 16th consecutive quarter of same store sales growth, with revenue increasing 10.7% to \$133.0 million, up from \$120.2 million in Q2 2016.

The new distribution centre and head office opens today.

### **About Sleep Country**

Sleep Country is Canada's leading mattress retailer and the only specialty mattress retailer with a national footprint in Canada. Sleep Country operates under two mattress retail banners: Dormez-vous, the largest retailer of mattresses in Quebec and Sleep Country Canada, the largest mattress retailer in the rest of Canada. As at September 30, 2017, Sleep Country has 244 stores and 16 distribution centres across Canada. All of the Company's stores are corporate-owned, enabling it to develop and maintain a strong culture of customer service, resulting in a consistent and superior in-store and home delivery customer experience.

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