

Sleep Country Brings Better Sleep to Owen Sound, Ontario

OWEN SOUND, ON, Nov. 3, 2017 /CNW/ - Sleep Country Canada Holdings Inc. ("Sleep Country" or the "Company") (TSX: ZZZ), the leading specialty mattress retailer in Canada, is now open in Owen Sound, Ontario. The new Owen Sound store is conveniently located at:

1555 18th Ave. E.
Owen Sound, ON, N4K 6Y3
Phone: 519-371-8335

"We're very excited to open our doors in Owen Sound. Expanding further into Southwestern 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. "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. To date in 2017, Sleep Country has donated over 35,000 mattresses and foundations to families in need. In addition, Sleep Country has recycled over 80,000 mattresses that could not be donated to charity.

With the opening of the new Owen Sound location, Sleep Country now has 245 locations across Canada.

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 Québec; and "Sleep Country Canada", the largest mattress retailer in the rest of Canada. As of November 3, 2017, Sleep Country has 245 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.

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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