

Sleep Country Expands into Dieppe, New Brunswick marking the 11th New Store Opening of 2017

DIEPPE, NB, Nov. 20, 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 Dieppe, New Brunswick. The new Dieppe store is conveniently located at:

9 Champlain Street
Dieppe, NB, E1A 4T2
Phone: (506) 854-3539

"We're thrilled to open our doors in Dieppe. Expanding outside of Moncton into Dieppe gives our enthusiastic team of Sleep Experts the privilege and the opportunity to help even more customers select the best products for their sleep needs," said Stewart Schaefer, Chief Business Development Officer at Sleep Country. "Our new retail design makes it quick and easy for customers to access quality bedding such as sheets, pillows, duvets and mattress protectors, while our showroom offers a wide selection of mattresses for every sleeping style and budget," added Schaefer.

Sleep Country is also committed to giving back to the community by supporting children and families in need. Until December 3, 2017, Sleep Country's Give a Kid a Coat program invites customers to drop off new or gently used winter coats for kids at any Sleep Country location across Canada. Coats collected will be distributed through local community partners such as The Salvation Army. Sleep Country's goal is that every child in Canada will be warm this winter.

With the opening of the new Dieppe location, Sleep Country now has 246 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 Quebec and Sleep Country Canada, the largest mattress retailer in the rest of Canada. As of November 20, 2017, Sleep Country has 246 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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