

Sleep Country's Newest Store opens in Burnaby, BC

BURNABY, BC, Nov. 24, 2017 /CNW/ - Sleep Country Canada Holdings Inc. ("Sleep Country" or the "Company") (TSX: ZZZ), the leading specialty mattress retailer in Canada, has opened a new store in Burnaby, British Columbia. The new Burnaby store is conveniently located at:

4219A Lougheed Highway
Burnaby, BC V5C 3Y6
Phone: 604-294-0613

"We are excited to announce our newest store opening in Burnaby. Continuing to grow and expand in British Columbia, where we first launched Sleep Country 23 years ago, is always very special," said Stewart Schaefer, Chief Business Development Officer at Sleep Country. "The new Burnaby store makes it even more convenient for customers to access the best products for their sleep needs. Our new retail design makes it easy for customers to quickly 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 also has an Unbeatable Price Guarantee. If Sleep Country's mattress price isn't already lower, they will beat any competitor's price by at least 5%. The company also offers a Comfort Guarantee which means customers can try out a new bed risk-free for 100 nights and exchange it if necessary. "You can shop with confidence when you buy your new mattress at Sleep Country," added Schaefer.

With the opening of the new Burnaby store, Sleep Country now has 247 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 23, 2017, Sleep Country has 247 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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