

Sleep Country Celebrates Milestone of 250 Locations in Canada with the opening of a new store in North York, Ontario

North York, ON, April 3rd, 2018 -- Sleep Country Canada Holdings Inc. ("Sleep Country" or the "Company" (TSX:ZZZ)), Canada's leading mattress retailer, is celebrating a milestone with the grand opening of the company's 250th location. When Sleep Country began in 1994, they set out with a dream to become the largest mattress retailer in the country and quickly became the #1 Mattress Retailer in both size and market share.

Marking this pinnacle moment for Sleep Country is their newest store in North York, Ontario. The new store is conveniently located at:

160 Rimrock Rd
North York, Ontario
M3J 3A6
Phone: 416-398-1682

"We began our journey with a small dedicated and driven team, whose focus was on delivering an exceptional customer experience 'one bed at a time'. By building a culture of sleep enthusiasts obsessed with exceeding our customers' expectations, striving to provide every Canadian with a better night's rest, we have grown to a company of 1,500 plus associates and the largest mattress retailer in the country," said Stewart Schaefer, Chief Business Development Officer at Sleep Country.

"Our new North York location features Sleep Country's newest retail design and highlights our incredible selection of sleep essentials and mattresses. Our Sleep Experts are focused on helping to match each customer with the right products to specifically address their dynamic sleep needs," explained Schaefer.

With the opening of this new store in North York, Sleep Country now has 250 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 April 2nd, Sleep Country has 250 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).

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