

Sleep Country Expands in Richmond, British Columbia

April 23, 2018



RICHMOND, BC, April 23, 2018 /CNW/ - Sleep Country Canada Holdings Inc. ("Sleep Country" or the "Company" (TSX:ZZZ)), Canada's leading mattress retailer, is

celebrating the opening of a new store in Richmond, British Columbia. The new store is conveniently located at:

6551 No.2 Road
Richmond, British Columbia
V6Y 2B6
Phone: (604) 303-9597

"We're excited to be opening our 4th store in Richmond to help reach and provide a better night's sleep to more customers in the greater Vancouver area. Featuring Sleep Country's newest retail design, this new location highlights our incredible selection of sleep essentials including pillows, sheets, duvets, designer headboards and mattresses, providing our customers with a comprehensive shopping experience," said Stewart Schaefer, Chief Business Development Officer at Sleep Country.

"Our dedicated and knowledgeable Sleep Experts look forward to helping more customers improve their sleep quality," added Schaefer. Sleep Country carries a wide variety of mattresses from all the top manufacturers because everyone has unique sleep needs. Mattresses start at just \$149 and Sleep Country provides free mattress delivery and set up. "Our delivery experience is best in class. We make it really easy. We provide a 3-hour delivery window, set up your new bed and take away all the packaging," said Schaefer.

With the opening of the new location, Sleep Country now has 251 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 19th, Sleep Country has 251 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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