

Dormez-vous Expands to Anjou, Quebec



ANJOU, QC, May 14, 2018 /CNW/ - Dormez-vous, Quebec's largest mattress retailer and the Quebec division of Sleep Country Canada Holdings Inc., ("Sleep Country" or the "Company" (TSX:ZZZ)), is celebrating the opening of a new store in Anjou, Quebec. The new store is conveniently located at:

7550 Beclard Street
Anjou, Quebec
H1J 2X7
Phone: (514) 351-0827

"We're excited to be opening our newest Montreal location in Anjou and our 55th location in the province of Quebec. Our first in the borough, we are thrilled to help provide a better night's sleep to more customers in this area of the city. Our Sleep Experts will create a personalized sleep system for each customer addressing the three parts to a better sleep – the right mattress, foundation and pillow," said Stewart Schaefer, President of Dormez-vous and Chief Business Development Officer at Sleep Country/Dormez-vous.

The newly designed Dormez-vous store layout showcases the company's wide variety of exclusive sleep products, consisting of top brands and innovative technologies that provide a better night's sleep. "We have a vast offering of products that specifically address the dynamic sleep needs of Quebecers. We all sleep differently with a diverse set of needs so not one mattress or pillow can fit everyone. Our Sleep Experts are ready to help fit each individual and/or couple for a great night's sleep," added Schaefer.

With the opening of the new location, Dormez-vous now has 55 locations across Quebec.

About Sleep Country and Dormez-vous

Sleep Country Canada 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 May 14, Sleep Country Canada has 252 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 dormezvous.com and on Facebook at facebook.com/DormezVous.

SOURCE Sleep Country Canada Holdings Inc. Investor Relations

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<https://ir.sleepcountry.ca/2018-05-14-Dormez-vous-Expands-to-Anjou.-Quebec>