

## **SLEEP SUPERPOWERS TEAM UP: Sleep Country Canada to Launch Europe's #1 Mattress-in-a-Box, Simba, exclusively in Canada**



TORONTO, May 31, 2018 /CNW/ - With a promise to bring great sleep to all Canadians, Sleep Country Canada Holdings Inc. ("Sleep Country" or the "Company" (TSX: ZZZ)), is excited to announce its strategic partnership with Europe's #1 Mattress-in-a-Box Creator, Simba ([simbasleep.com](http://simbasleep.com)).

As the #1 retailer of mattresses for Canadians, Sleep Country knows that "one size **does not** fit all" when it comes to choosing the right bed for a great night's sleep. "That is why we have always put our customer's needs first by offering all the top brands from all over the world," said Stewart Schaefer, Chief Business Development Officer.

"While searching the world for premium products to further enhance our online offering, we discovered Simba from the U.K.," said Schaefer. Simba's unique Hybrid® mattress in a box, combines responsive memory foam with the support of 2,500 patented conical pocket springs and is a great complementary product to our existing mattress-in-a-box online offering, Bloom.

"Since Sleep Country's goal is to continuously introduce unique technology and quality products to our customers, it made perfect sense for the #1 Mattress Retailer in Canada to partner up with the #1 mattress-in-a-box player from Europe, Simba," added Schaefer. With the launch into Canada, Simba mattresses are now available in 15 countries around the world.

"We are very excited to work with Simba and introduce them as an exclusive new vendor to our 252 store locations and online. Our teams are looking forward to our planned collaboration and the sharing of best practices. Simba has always recognized the importance of the bricks & mortar retailer, and since inception, has always complemented their impressive online presence with an equal level of importance on offering their mattress-in-a-box at top retailers. Other mattress-in-a-box brands have been slow to recognize the importance of bricks & mortar, and the whole omni-channel equation for this very tactile product," said Schaefer.

"Sleep Country was always our #1 choice for Canada," said Steve Reid, Co-CEO, Simba. Reid went on to say, "Being the dominate provider of sleep to Canadians for almost 25 years, Sleep Country's over 250 locations nationwide, and their growing online presence, made them the perfect fit and greatest opportunity to launch our premium brand."

This exclusive partnership with Simba, uniquely positions Sleep Country to grow their online presence and continue to drive traffic into their stores. Simba's premium mattress-in-a-box will retail for approximately \$1,400 Canadian in a queen size.

"New initiatives and positioning ourselves with great partners like Simba, will grow our business and deliver compounded profitability for many years to come," said Schaefer.

### **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. Sleep Country 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 [www.sleepcountry.ca](http://www.sleepcountry.ca), on Facebook at [www.facebook.com/SleepCountryCanada](https://www.facebook.com/SleepCountryCanada) and on Twitter [@SleepCountryCan](https://twitter.com/SleepCountryCan).

### **About Simba**

Launched in February 2016, high-tech sleep brand Simba was co-founded by James Cox and Steve Reid alongside the McClements family. Recognized as one of the most exciting businesses in Europe's tech ecosystem, after being included in Tech City's renowned [Future Fifty](#) programme for 2018, Simba prides itself on its unique approach to product innovation and unparalleled simplicity and customer experience. Combining cutting-edge materials, body profiling data and technology to reinvent the sleep sector, the luxury mattress-in-a-box brand has witnessed a staggering 350% YoY growth. Simba's recipe for success is based on a direct e-

commerce strategy, plus having leading territory retail partnerships, such as that with [John Lewis](#), a chain of high-end department stores in the UK and now with Sleep Country in Canada.

Simba has already achieved extraordinary sales of over 150,000 mattresses across Europe, with more than 30,000 five-star customer reviews.

[Simbasleep.com](http://Simbasleep.com)

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