

## **Sleep Country Expands to Spruce Grove, Alberta**

SPRUCE GROVE, AB, June 18, 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 the vibrant, dynamic city of Spruce Grove, Alberta. The new store is conveniently located at:

17 Nelson Drive  
Spruce Grove, Alberta  
T7X 3X3  
Phone: (780) 960-2124

"We're excited to be opening our 31st location in Alberta in Spruce Grove, one of Western Canada's fastest growing communities. With an unparalleled commitment to providing Canadians with a better night's sleep, this new location is designed to showcase our vast selection of exclusive sleep essentials. From pillows, sheets and duvets, to designer headboards, lifestyle bases and mattresses, we feature everything needed to help serve the dynamic sleep needs of the community," said Stewart Schaefer, Chief Business Development Officer at Sleep Country.

Not only is Sleep Country expanding in the province, so is the company's Bloom brand, the world's best mattress-in-a-box. On the heels of the success of the original Bloom Cloud™ comes an expanded lineup of three new Blooms. Now there's a Bloom for Every Room™ and every budget with queen prices ranging from \$395 to \$995. Customers can order the new Bloom mattresses online, or try them out and order in-store from any one of their convenient store locations across the country. "Sleep Country has everything for every sleeper and we're delighted to serve our customers with an exceptional omnichannel experience," said Schaefer.

With the opening of the new location, Sleep Country now has 253 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 June 18, Sleep Country has 253 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).

SOURCE Sleep Country Canada Holdings Inc. Investor Relations

Laura Baker, VP, Marketing, [laura.baker@sleepcountry.ca](mailto:laura.baker@sleepcountry.ca), 289-748-0206 ext. 22240

---

<https://ir.sleepcountry.ca/2018-06-18-Sleep-Country-Expands-to-Spruce-Grove,-Alberta>