

Sleep Country Grows in Alberta with New Store in Airdrie, Alberta

AIRDRIE, AB, July 3, 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 dynamic community of Airdrie, Alberta. The new store is conveniently at:

2880 Main Street SE, Unit 1017
Airdrie, Alberta
T4B 3C3
Phone: (403) 948-2652

"We're excited to be opening a new location in one of the fastest growing communities in Canada. With an unprecedented commitment to providing Canadians with a better night's sleep, we're looking forward to offering more Canadians access to our vast offering of exclusive and innovative products," said Stewart Schaefer, Chief Business Development Officer at Sleep Country.

As our new store opens and as Canadian students start their summer, many students (and their parents) will be planning and preparing for campus living, whether that be on or off campus at colleges and universities across the country. Sleep Country has some very unique offerings that make it easy and convenient for students to get a great night's sleep while they are away at school. In May, Sleep Country launched three new mattress-in-a-box models to the bloom collection. Now with more choices available, there's a Bloom for Every Room™ and every budget with twin mattresses starting at just \$295. The bloom mattress can be ordered online at sleepcountry.ca and ships for free right to your door. You can also try out all the bloom models in-store. Once in-store, students can choose from the full selection of mattresses and have their new bed delivered and set up for free by the Sleep Country delivery team to nearly every campus across the country.

"We've really made it easy and cost effective for students to outfit their campus bedroom with the comforts of a new mattress, sheets, pillows and more. We know that sleep is essential to learning from concentration to memory and most importantly students overall mental health. It's very important that students have a comfortable bed and get quality sleep," added Schaefer.

With the opening of the new Airdrie location and the two other locations that opened in West Edmonton Mall and Salaberry-de-Valleyfield, Quebec today, Sleep Country now has 256 locations across Canada and 33 location in Alberta.

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 July 3rd, Sleep Country has 256 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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