

## **Sleep Country Moves into North America's Largest Mall**

EDMONTON, July 3, 2018 /CNW/ - Sleep Country Canada Holdings Inc. ("Sleep Country" or the "Company" (TSX:ZZZ)), Canada's leading mattress retailer, is thrilled to announce the opening of a new store location in Edmonton, Alberta. The new store is conveniently located in North America's largest shopping mall, West Edmonton Mall:

8882 170 St. North West  
Edmonton, Alberta  
T5T 4J2  
Phone: (587) 488-3819

"We're excited to be opening a store in this iconic mall destination as we continue our expansion within modern retail spaces," said Stewart Schaefer, Chief Business Development Officer at Sleep Country. The West Edmonton store location features Sleep Country's newest retail design which includes mattresses as well as a vast selection of sleep essentials from sheets to duvets to pillows.

Sleep Country continues to strategically open interior mall locations as they look to provide greater access to their sleep products and capture the mall shopper, especially with Sears' exit from the marketplace.

"As the market leader in the mattress and bedding industry, moving into this premiere mall is further demonstration of our desire to provide more customers with convenient access to quality sleep products," added Schaefer. Sleep Country is well known for their sleep expertise and commitment to the customer experience from in-store straight through to delivery.

With the opening of the Edmonton location along with new store openings in Airdrie, Alberta and Salaberry-de-Valleyfield, Quebec today, Sleep Country now has 256 locations across Canada and 33 stores in Alberta. The West Edmonton Mall store is Sleep Country's 5th interior mall location within 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 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](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

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<https://ir.sleepcountry.ca/2018-07-03-Sleep-Country-Moves-into-North-Americas-Largest-Mall>