

Dormez-vous Moves in to Salaberry-de-Valleyfield

SALABERRY-DE-VALLEYFIELD, QC, July 4, 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 Salaberry-de-Valleyfield, Quebec. The new store is conveniently located in the regional commercial hub at the main entrance of the city at:

1980 Langlois Blvd. Unit A
Salaberry-de-Valleyfield, Quebec
J6S 5R1
Phone: (450) 377-4699

"We're excited to be opening our newest location in Salaberry-de-Valleyfield. Helping Quebecers get a great night's sleep for 24 years now, we are thrilled to be expanding and opening our 56th location here in the province," said Stewart Schaefer, President of Dormez-vous and Chief Business Development Officer at Sleep Country/Dormez-vous. "Our Sleep Experts are ready to welcome and help match our new customers with bedding solutions they need and deserve to get an optimal night's rest," added Schaefer.

With the summer here and moving season in full gear, Dormez-vous is ready to help customers sleep better in their new home. Moving is a great opportunity for customers to assess their current mattress by examining its physical appearance and ensuring that it's still comfortable and supportive. Dormez-vous offers a wide range of mattresses for every budget starting at just \$149 and has solutions for every bedroom in your home – kids' bedrooms, spare rooms and master bedrooms. "Our friendly Sleep Experts at our new store in Salaberry-de-Valleyfield and all our Dormez-vous locations are highly trained and ready to help customers find the best sleep solutions for their needs. We make it easy with free delivery and set up for all mattress purchases and we can even remove your old mattress and donate it to a family in need or recycle it completely," added Schaefer.

With the opening of the new location, Dormez-vous now has 56 locations in 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 July 4th, Sleep Country Canada 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 dormezvous.com and on Facebook at facebook.com/DormezVous.

SOURCE Sleep Country Canada Holdings Inc. Investor Relations

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