

Sleep Country Canada Appoints Zabeen Hirji to the Board of Directors

TORONTO, Aug. 2, 2018 /CNW/ - Sleep Country Canada Holdings Inc. ("Sleep Country" or "Sleep Country Canada" or the "Company") (TSX: ZZZ), has announced that its Board of Directors has appointed Zabeen Hirji as a director effective immediately.

Ms. Hirji is a Strategic Advisor to business, and the public and academic sectors and serves as a director on not-for profit boards. She recently retired from Royal Bank of Canada, following a distinguished career spanning senior executive roles in Human Resources and Business leadership in Retail Banking and Operations. From 2007 to 2017, she was Chief Human Resources Officer covering 80,000 employees and a member of RBC's Group Executive Committee responsible for setting the overall strategic direction of the company. She also held responsibility for Brand, Communications and Corporate Citizenship.

Ms. Hirji is currently Global Advisor, Future of Work at Deloitte and advises various levels of government. She is the Chair of the Board of Civic Action, a City-Building organization, and a member of the Governing Council of the University of Toronto.

Over her career, Ms. Hirji has received a number of recognitions for Leadership in Human Resources, and Diversity and Inclusion and was inducted to WXN's Top 100 Most Powerful Women Hall of Fame in 2012. She holds an MBA from Simon Fraser University.

"We are immensely proud to have Zabeen join us as a member of our board," commented David Shaw, Lead director. "With her clear skills around building organizational capacity in changing environments, her business acumen and her focus within the community, these capabilities will serve the board well as we continue to support the evolution of Sleep Country Canada in a complex retail landscape."

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 Québec; and "Sleep Country Canada", the largest mattress retailer in the rest of Canada. At June 30, 2018, Sleep Country had 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.

SOURCE Sleep Country Canada Holdings Inc. Investor Relations

<https://ir.sleepcountry.ca/2018-08-02-Sleep-Country-Canada-Appoints-Zabeen-Hirji-to-the-Board-of-Directors>