

Sleep Country Expands its retail footprint to vibrant Deerfoot City

With the countdown on to the start of the new school year, 14 convenient locations are now open in Calgary

CALGARY, Aug. 16, 2018 /CNW/ - Sleep Country Canada Holdings Inc. ("Sleep Country" or the "Company" (TSX:ZZZ)), Canada's leading mattress retailer, is pleased to announce the opening of its new Deerfoot City location, building on its investment in the city of Calgary with now 14 retail locations. As the country's prominent provider of sleep, the new store is the latest addition to Deerfoot City's open-air destination, assisting in serving as many Canadians as possible to help them get a better night's sleep.

"Our expansion to Deerfoot City was a natural fit for us, as our company is constantly seeking retail spaces that place emphasis on heightening the shopping experience and making it convenient for our customers to shop with us," said Stewart Schaefer, Chief Business Development Officer at Sleep Country. "We're pleased to bring our longstanding sleep expertise to the area, giving consumers access to our top brands, exclusive and innovative products that help provide a better night's sleep."

The addition of the new Calgary location comes just in time as shoppers and their families begin searching for their essential back to school items including choosing the perfect mattress to ensure a comfortable and restful night's sleep. The new brick and mortar location allows more Calgarians the opportunity to experience sleep products firsthand to make an informed purchase.

"August is one of our busiest retail seasons as there are many students preparing to move into their new on-campus or off-campus housing. We offer a variety of mattresses starting at \$149 with free mattress delivery and set-up. Additionally, we recently expanded our leading Bloom mattress-in-a-box collection which now features four Bloom mattress models, a Bloom for Every Room™ and every budget. Now students shopping at Deerfoot City can access everything from backpacks to bedding and mattresses all in one convenient trip as they prepare for the new school season ahead," said Schaefer.

Sleep Country now has 34 locations in Alberta, which includes three stores that recently opened in 2018 in Airdrie, Spruce Grove and at West Edmonton Mall. There are 257 locations in 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 August 16, Sleep Country has 257 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).

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