

Sleep Country continues its mall expansion with new store at CF Sherway Gardens Just in time for back school, Sleep Country offers shoppers in the GTA another sleep-obsessed location

TORONTO, Aug. 27, 2018 /CNW/ - Sleep Country Canada Holdings Inc. ("Sleep Country" or the "Company" (TSX: ZZZ)), Canada's leading mattress retailer, is excited to unveil its newest mall location, at CF Sherway Gardens in Etobicoke. This new store marks Sleep Country's 258th store and 6th mall location for Canada.

"As Canada's largest and most trusted mattress retailer, millions of Canadians have turned to our Sleep Experts for their sleep needs for nearly 25 years. Our continued expansion throughout Canada, and our strategic selection of more mall stores, is part of our commitment to help more Canadians get a better night's sleep," said Stewart Schaefer, Chief Business Development Officer at Sleep Country. "Our expansion in to CF Sherway Gardens was a perfect fit, as we seek out convenient retail spaces that provide our customers with a world-class shopping experience," added Schaefer.

The new location features Sleep Country's new retail design, which is a one-stop shop for all Canadians' sleep needs. The new customer-focused design includes features like a Pillow Bar, and highlights exclusive and innovative products from a vast array of top brands. More shoppers in the GTA will now have the opportunity to consult with a Sleep Expert and experience sleep products firsthand before making a purchase.

To celebrate the opening and just in time for back to school, Sleep Country is showcasing its Bloom mattress-in-a-box collection at a pop-up shop in CF Sherway Gardens. From August 27th to September 2nd, customers are invited to visit our pop-up in Centre Court of the Mall or in our newest store, to try out one of four new unique Bloom mattresses. Bloom mattresses start at just \$295 and can be conveniently shipped for free to nearly any home or dorm room across Canada.

Sleep Country at CF Sherway Gardens is located at 25 The West Mall, Unit 1816A, Etobicoke, Ontario, adjacent to the Pottery Barn Location.

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 27, Sleep Country has 258 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 at [@SleepCountryCan](https://twitter.com/SleepCountryCan).

SOURCE Sleep Country Canada Holdings Inc. Investor Relations

<https://ir.sleepcountry.ca/2018-08-27-Sleep-Country-continues-its-mall-expansion-with-new-store-at-CF-Sherway-Gardens>