

Sleep Country Opens in CF Fairview Mall

TORONTO, Sept. 4, 2018 /CNW/ - Sleep Country Canada Holdings Inc. ("Sleep Country" or the "Company" (TSX:ZZZ)), Canada's leading mattress retailer, is thrilled to open its doors to a new store location at CF Fairview Mall in Toronto. Just a week after opening within another Cadillac Fairview shopping centre, (CF Sherway Gardens), Sleep Country expands the company's footprint with seven interior mall locations and 259 store locations in Canada.

"We are continually growing so that we can serve as many Canadians as possible, helping them to get a better night's sleep with our nearly 25 years of sleep expertise," said Stewart Schaefer, Chief Business Development Officer at Sleep Country. "As we continue to expand our lineup of bedding essentials, opening within CF Fairview Mall accomplishes our goal of combining customer convenience with our innovative products and expertise."

Sleep Country is well known for their sleep expertise and commitment to the customer experience from in-store service straight through to delivery. Sleep Country is also the only national retailer that donates customers' old mattresses to local families in need or recycles them completely. Sleep Country donated over 55,000 mattresses and boxsprings last year alone. "Sleep Country is truly committed to giving back to our communities and protecting the environment. It's an honour and privilege that we really take very seriously and is the essence of our company culture," added Schaefer.

Sleep Country at CF Fairview Mall is located at 1800 Sheppard Avenue East, Toronto, Ontario (on the Sheppard Avenue side of CF Fairview Mall).

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 September 4, Sleep Country has 259 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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