

New Sleep Country location opens in the Bloor Annex area of Toronto

TORONTO, Sept. 24, 2018 /CNW/ - Sleep Country Canada Holdings Inc. ("Sleep Country" or the "Company" (TSX:ZZZ)), Canada's leading sleep retailer, is opening its newest standalone store location in the Bloor Annex area in the west end of Toronto. The new location brings the company's total Ontario footprint to 105 stores, including two recently opened locations at CF Sherway Gardens and CF Fairview Mall, and 260 store locations nationwide.

"The vibrant Bloor Annex neighbourhood is known for its historic residences and is home to a diverse population of home-owners, tenants as well as students," said Stewart Schaefer, Chief Business Development Officer, Sleep Country Canada. "What's been key to our unprecedented growth and successful retail strategy is being able to serve the needs of the communities where we operate. We're excited to add to the quintessential charm of the area by delivering our nearly 25 years of sleep expertise to consumers in different stages of their lives."

Sleep Country is Canada's largest and only specialty mattress retailer and is dedicated to reinforcing the importance of sleep. The new location provides a comprehensive shopping experience highlighted by an incredible selection of sleep essentials which support Sleep Country's 'All for Sleep' commitment to helping all Canadians get their best night's sleep. The vast selection of products includes comfortable pillows designed to support different sleeping styles, designer headboards, a variety of breathable and hypoallergenic sheets, duvets and duvet covers not to mention the largest variety of mattresses starting at \$149 with free delivery and set up. With a wide array of options to choose from, Canadians can easily build their perfect bedroom to not only meet their needs for comfort and sleep, but also design and function.

"With the Fall season upon us, it's a great time for consumers to consider the comfy and cozy side of sleep. From mattresses to bedding, our exclusive products and leading brands, combined with the help from our passionate and knowledgeable staff, are designed to address the varying needs of Canadians and ensure a comfortable and tailored sleep experience, night after night," said Schaefer.

The Sleep Country Bloor Annex location is located at 459 Bloor Street West in Toronto, Ontario.

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 24th, Sleep Country has 260 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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