

## **Sleep Country opens newest location in Waterdown, Ontario**

TORONTO, Oct. 15, 2018 /CNW/ - Sleep Country Canada Holdings Inc. ("Sleep Country" or the "Company" (TSX:ZZZ)), Canada's leading sleep retailer, opened its doors today to its new retail location in Waterdown, Ontario and the fifth store in the Greater Hamilton area.

"Waterdown, and the Hamilton region overall, is one of the fastest-growing communities in Canada attracting young families, creative professionals, and a new wave of homeowners," said Stewart Schaefer, Chief Business Development Officer, Sleep Country Canada. "As Canada's largest and only specialty mattress and bedding retailer, we're pleased to strengthen our presence in this dynamic neighbourhood, providing residents with convenient access to quality and exclusive products that help ensure a better night's sleep."

Sleep Country offers a wide selection of functional, comfortable and stylish sleep essentials to meet the diverse sleep needs of Canadians. With the help of a trained Sleep Expert, customers can experience the three-step personalized Sleep System to identify the right mattress, which start at \$149 with free delivery and set-up, the right foundation including adjustable lifestyle bases and the right pillow from the contemporary pillow bar. A wide variety of other bedding essentials are also available to help customers create a relaxing and comfortable environment for optimal sleep.

"At Sleep Country, our 'All for Sleep' commitment is brought to life through our passionate Sleep Experts and innovative products that Sleep Country creates and curates. From A to ZZZ's, we've got the sleep experience covered and Waterdown residents can now find all their bedding needs conveniently in one place," said Schaefer.

The new Waterdown store is located at 86 Dundas Street East in Flamborough and is the 106th location in Ontario, bringing the national store count to 261 locations. As part of Sleep Country's philanthropic commitment, the company is currently holding its national Give a Kid a Coat Campaign. From now until November 10th, Canadians can donate new or gently used kids coats, hats and mittens at any Sleep Country or Dormez-vous location across the country.

### **About Sleep Country**

Sleep Country is Canada's leading sleep retailer and the only specialty mattress and bedding retailer with a national footprint in Canada. Sleep Country operates under two 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 October 15, 2018, Sleep Country has 261 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](http://www.sleepcountry.ca), on Facebook at [www.facebook.com/SleepCountryCanada](https://www.facebook.com/SleepCountryCanada) and on Twitter [@SleepCountryCan](https://twitter.com/SleepCountryCan).

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