

## **Sleep Country Expands in Nanaimo, British Columbia**

NANAIMO, BC, Oct. 16, 2018 /CNW/ - Sleep Country Canada Holdings Inc. ("Sleep Country" or the "Company" (TSX:ZZZ)), Canada's leading sleep retailer, is celebrating the opening of a new store in Nanaimo, British Columbia.

"We're excited to be opening our newest location on the east coast of Vancouver Island, in the vibrant urban centre known as 'The Harbour City' in Nanaimo," said Stewart Schaefer, Chief Business Development Officer at Sleep Country. "As Canada's leading sleep retailer, we're thrilled to be sharing our comprehensive shopping experience featuring Sleep Country's vast selection of sleep essentials and innovative products with this new community."

One product does not fit all sleepers, as Sleep Country continues to offer unparalleled expertise and customer service to help match customers to the right products for the way they sleep. Sleep Country is Canada's #1 mattress retailer, but in the last few years Sleep Country has also aggressively expanded its line of bedding essentials to carry everything from bedding basics to specialized products such as weighted blankets, silk pillowcases, pillows infused with lavender, essential oil linen sprays and so much more. "We are a one-stop shop for all your sleep needs," added Schaefer. "We want to help every Canadian get a great night's sleep, but we also recognize that convenience is very important too. Our new Nanaimo store accomplishes both of these objectives."

Sleep Country's new store is located at: 3290 Island Hwy, Building A in Nanaimo, BC. Sleep Country now extends its footprint to 43 stores across British Columbia, and 262 locations across Canada.

### **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 16, 2018, Sleep Country has 262 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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