

Sleep Country opens new store in Bradford, Ontario

TORONTO, Nov. 5, 2018 /CNW/ - Sleep Country Canada Holdings Inc. ("Sleep Country" or the "Company" (TSX:ZZZ)), Canada's leading sleep retailer, opened its first store in Bradford.

"At Sleep Country we are known for our knowledgeable and friendly Sleep Experts and our comprehensive selection of sleep products," said Stewart Schaefer, Chief Business Development Officer, Sleep Country Canada. "As part of Sleep Country's "All for Sleep" promise, our Sleep Experts really take the time to understand our customers' individual sleep needs and sleep issues and help match them with the most innovative products that will help them get their best night's sleep.

The new Bradford location carries an incredible mix of mattresses and bedding products to fit each customer's preferred sleep style, lifestyle and budget.

Among the wide selection of mattresses available is Bloom™, the world's best mattress-in-a-box. The compact mattress-in-a-box is available in four models starting at \$395 for a queen size. There's a Bloom for Every Room™ and every budget. In addition, Sleep Country offers adjustable lifestyle bases, headboards and platform bases as well as bedding essentials such as duvets, sheets, weighted blankets, linen sprays and so much more. Lastly, at our Pillow Bar, customers can experience a free pillow fitting where they are matched to the right pillow based on their sleep style, individual body shape and comfort preferences.

"As passionate Sleep Experts, we pride ourselves on providing top notch products with an amazing in-store and home delivery experience. Customers can expect a personalized shopping experience from the moment they enter our store straight through to our free in-home mattress delivery and set-up service," said Schaefer.

The address for the new Bradford store is 545 Holland Street West. There are now 107 Sleep Country locations in Ontario and 263 nationwide.

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 November 5th, 2018, Sleep Country has 263 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.

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