

## **Sleep Country expands in Etobicoke**

TORONTO, Nov. 12, 2018 /CNW/ - Sleep Country Canada Holdings Inc. ("Sleep Country" or the "Company" (TSX:ZZZ)), Canada's leading sleep retailer, today increased its Greater Toronto Area footprint by opening its newest location in Etobicoke. The new 4,500-foot standalone is the latest addition to the North Queen outdoor commercial retail centre.

"Quality sleep is an essential requirement in our daily lives and at Sleep Country, we've made it our mission to help Canadians achieve a better night's sleep," said Stewart Schaefer, Chief Business Development Officer, Sleep Country Canada. "The North Queen outdoor shopping area is a central hub for retail activity and is one that continues to evolve to meet the needs of area residents. Our new location makes it that much easier for consumers to get advice from our passionate and knowledgeable Sleep Experts and access top quality sleep products that help facilitate a great night's sleep."

Sleep Country is a true sleep destination, offering an extensive mix of sleep essentials. All products are designed with different sleep needs in mind, combined with innovative technologies that provide the best in comfort and support. The assortment of products such as mattresses, bed frames, headboards, bedding accessories and pillows each serve a necessary function to support ultimate relaxation. Our highly trained Sleep Experts add to the custom in-store experience, offering unparalleled product knowledge and service to help each shopper choose the right combination of products to best suit the way they sleep. Complimentary mattress delivery and set-up is also offered to customers.

The address for the new Etobicoke store is 165 North Queen Street. It is the 108th location in Ontario and 264th location in Canada. Earlier this summer, Sleep Country opened its sixth mall location at nearby CF Sherway Gardens.

"Having two convenient Sleep Country locations within close proximity allows us to better serve our shoppers. With more retail space we have expanded our product offering and knowledgeable staff, allowing us to deliver on our mission to help customers achieve their best sleep," added Schaefer.

### **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 12th, 2018, Sleep Country has 264 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.

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