

Sleep Country Moves into Winona Crossing Shopping Centre in Stoney Creek, Ontario marking the retailer's 265th location in Canada

TORONTO, Jan. 21, 2019 /CNW/ - Sleep Country Canada Holdings Inc. ("Sleep Country" or the "Company" (TSX:ZZZ)), Canada's leading sleep retailer, opens its first new location of 2019 in Stoney Creek, Ontario. The new store is the latest addition to the Winona Crossing shopping centre at the QEW and Fifty Road.

"We are very excited to open our first store of 2019 in Stoney Creek, Ontario," said Stewart Schaefer, Chief Business Development Officer, Sleep Country Canada. January always marks a time when Canadians are making New Year's resolutions and prioritizing and getting a better night's sleep is increasingly linked to improvements in our overall health and wellness. "Sleep is essential to our wellbeing and at Sleep Country, we've made it our mission to match Canadians to the right products they need based on their individual sleeping style. There is no one size fits all," added Schaefer. "We're keenly focused on innovation and sourcing proven products to help our customers achieve a better night's rest including our new weighted blanket, our lavender-infused pillow, and temperature regulating mattresses, duvets and pillows to name a few," said Schaefer. The new Winona Crossing location will make it more convenient for customers to access all the top mattress brands and sleep essentials along with the guidance and expertise of a Sleep Country Sleep Expert.

Specializing in sleep, Sleep Country's expertise in this industry comes from 25 years of experience helping ensure Canadian's achieve a better night's sleep. Understanding the importance of matching each sleeper to the products that best support their body and sleep style, Sleep Country's passionate and knowledgeable Sleep Experts work with each customer to create a personalized sleep system. Through the company's tailored in-store experience, Sleep Country is a true sleep destination offering unparalleled product knowledge and service to help each shopper get the proper rest they need.

Sleep Country's newest location is at 1350 South Service Road, Building C1 in Stoney Creek. It is the 109th location in Ontario and the 265th location across Canada.

About Sleep Country

Sleep Country is Canada's leading sleep retailer. Sleep Country is the only specialty mattress retailer with a national footprint in Canada. Sleep Country operates under three retail banners: Dormez-vous, the largest retailer of mattresses in Quebec; Sleep Country Canada, the largest mattress retailer in the rest of Canada; and Endy, Canada's leading online mattress brand with the most Canadian 5-star reviews. As of January 21, 2019, Sleep Country has 265 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 experience. Sleep Country also works closely with Canadian charities to donate new and gently used mattresses to families and children in need.

For more information about the company visit sleepcountry.ca, on Facebook at www.facebook.com/SleepCountryCanada and on Twitter [@SleepCountryCan](https://twitter.com/SleepCountryCan).

SOURCE Sleep Country Canada Holdings Inc. Investor Relations

<https://ir.sleepcountry.ca/2019-01-21-Sleep-Country-Moves-into-Winona-Crossing-Shopping-Centre-in-Stoney-Creek,-Ontario-marking-the-retailers-265th-location-in-Canada>