

Europe's favourite mattress-in-a-box is now available exclusively at Sleep Country Sleep Country expands mattress selection in-store and online with award-winning Simba Hybrid Mattress

TORONTO, Jan. 23, 2019 /CNW/ - In a move to match Canadians with the best sleep products, Sleep Country Canada Holdings Inc. ("Sleep Country" or the "Company" (TSX:ZZZ)), is pleased to announce that the award-winning Simba Hybrid Mattress-in-a-box from the UK is now available across Canada exclusively at Sleep Country and Dormez-vous, both in-store and online.

Developed based on research profiles from 10 million sleepers and 180 million body profile data points, the Simba Hybrid Mattress-in-a-box is the first of its kind to enter the Canadian market. The innovative Simba Hybrid Mattress has completely revolutionized the way people sleep, offering the best of both worlds when it comes to comfort and innovation.

"Our relentless pursuit to bring Canadians the most relevant and innovative sleep products in the world took us across the pond to Simba in the United Kingdom," said Stewart Schaefer, Chief Business Development Officer, Sleep Country Canada. "We are very excited about our exclusive partnership with Simba, allowing us to add Europe's favourite mattress-in-a-box to our leading collection of top mattress brands," added Schaefer.

Priding itself on a unique approach to mattress innovation, UK-based sleep technology brand Simba has combined cutting-edge materials, body profiling data, and technology to create a premium hybrid mattress-in-a-box. Combining the comfort of five luxurious layers of memory foam with the support of 2,500 patented conical pocket springs, the Simba Hybrid is designed to provide the perfect night's sleep.

"The Simba Hybrid Mattress has been delicately engineered and was tested for over a year before it launched, much like a piece of hardware. Over 75 prototypes were created and 10 million people's sleep habits were studied before arriving at the ultra-premium, yet affordable, hybrid model," explained Steve Reid, CEO of Simba. "With over 250,000 mattresses sold in 14 countries and over 30,000 genuine five-star reviews, we are thrilled to be working with such a great sleep retailer to bring the Simba Hybrid to Canada."

The Simba Hybrid Mattress can be found across all 265 Sleep Country Canada and Dormez-vous locations nationwide. "Everyone sleeps differently and has unique sleep needs. We invite Canadians to come in and experience the Simba Hybrid Mattress for themselves," said Schaefer. The Simba Hybrid Mattress starts at \$999 CAD. To learn more, visit sleepcountry.ca and dormezvous.com.

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 23, 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).

About Simba

Launched in February 2016, high-tech sleep brand Simba was co-founded by James Cox and Steve Reid alongside the McClements family. Recognized as one of the most exciting businesses in Europe's tech ecosystem, after being included in Tech City's renowned [Future Fifty](#) programme for 2018, Simba prides itself on its unique approach to product innovation and unparalleled simplicity and customer experience. Combining cutting-edge materials, body profiling data and technology to reinvent the sleep sector, the luxury mattress-in-a-box brand has witnessed a staggering 350% YOY growth. Simba's recipe for success is based on a direct e-commerce strategy, plus having leading territory retail partnerships, such as that with [John Lewis](#), a chain of high-end department stores in the UK and now with Sleep Country in Canada.

Simba has already achieved extraordinary sales of over 150,000 mattresses across Europe, with more than 30,000 five-star customer reviews.

Simbasleep.ca
[Twitter - @simbasleep](https://twitter.com/simbasleep)
facebook.com/Simbasleep/

<https://ir.sleepcountry.ca/2019-01-23-Europes-favourite-mattress-in-a-box-is-now-available-exclusively-at-Sleep-Country>