

Sleep Country Canada Announces Retirement of Co-Chair Stephen K. Gunn from Board of Directors

- **Stephen K. Gunn announces retirement after 25 years with the Company**
- **Christine Magee to assume role as sole Chair of the Board**

TORONTO, April 2, 2019 /CNW/ - Sleep Country Canada Holdings Inc. (TSX: ZZZ) ("Sleep Country" or the "Company") today announced the retirement of Stephen K. Gunn, current co-chair of the Board of Directors. His retirement will be effective as of the date of the next annual general meeting on May 7, 2019. Christine Magee will assume the role as sole Chair of the Board.

After co-founding the Company with Ms. Magee in 1994, Mr. Gunn served as Chair and Chief Executive Officer between 1997 and 2014 and as Co-Chair of the Board since 2015. During this time Sleep Country developed into one of the most recognizable and trusted household retail names in Canada, supported by his extensive retail industry, strategic planning, business development and corporate governance expertise.

"The last 25 years of building Sleep Country have been tremendously satisfying," said Mr. Gunn. "We set out to establish a Company that would succeed by delighting our customers with outstanding customer service. I am retiring happily, content that we have achieved that goal and that the Company will flourish under the continuing leadership of Christine Magee, Chair of the Board; David Friesema, Chief Executive Officer; Stewart Schaefer, Chief Business Development Officer and rest of the management team. We have assembled a strong exceptional Board and I am confident that our shareholders and the Company will be well served under the continued stewardship of Christine as Chair and the abilities and diverse industry experience provided by our entire Board. I want to thank our entire team of dedicated associates who provide great service to our customers every day all across the country."

"Having worked alongside Steve going on 25 years, as we started and built this Company together with our amazing team, I know how much he will be missed," said Ms. Magee. "This organization would not be where it is today were it not for his guidance, talented abilities, and dedication. He is a strong leader, a charismatic mentor and has been a fantastic business partner as well as a friend to myself and all of us here at Sleep Country. I warmly thank Steve for his generosity of spirit, passion and commitment."

Ms. Magee will continue to lead the Company as Chair of the Board. Beyond her role at Sleep Country, she is widely regarded as one of Canada's most trusted and experienced voices in business. She currently serves on the Board of Directors of Metro Inc., TELUS, Trillium Health Partners, Woodbine Entertainment Group, Plan International Canada and as Chair of the Advisory Council of the Talent Fund. Ms. Magee was appointed to the Order of Canada in 2015 in recognition of her significant contributions to the Canadian business community.

"Steve's role at Sleep Country set a precedent for excellence, and his insights set the foundation for our business," said David Friesema, Chief Executive Officer, Sleep Country Canada. "I look forward to the next chapter in our continuing growth and know that Sleep Country will continue to make great strides in our mandate to help all Canadians find their best sleep."

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 April 2, 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.

Learn more at www.sleepcountry.ca

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<https://ir.sleepcountry.ca/2019-04-02-Sleep-Country-Canada-Announces-Retirement-of-Co-Chair-Stephen-K-Gunn-from-Board-of-Directors>