

Sleep Country deepens "All for Sleep" commitments with the introduction of Safety 1st crib mattresses

When the baby sleeps better, we all sleep better

TORONTO, April 11, 2019 /CNW/ - Sleep Country Canada Holdings Inc. ("Sleep Country" or the "Company" (TSX: ZZZ)) announced today the introduction of Safety 1st crib mattresses to its 265 stores nationwide, reinforcing its commitment to helping all Canadians get a better night's sleep.

With the availability of two mattresses for cribs and toddlers, Sleep Country is now catering to the youngest member of any family: the baby. With the exciting addition of these high-quality baby products, the company is showing its dedication to provide sleep essentials for all sleepers throughout all life stages.

"We're thrilled to introduce Safety 1st crib mattresses in all of our stores across the country. We pride ourselves on being Canada's sleep experts, which means helping the entire family sleep better," said Stewart Schaefer, Chief Business Development Officer, Sleep Country Canada. "We've always had products that provide a more comfortable sleep, but there is nothing that will help a parent rest better than knowing that his or her child is sleeping safely."

As of today, the Safety 1st Pleasant Dreams and Tranquil Dreams Crib and Toddler mattresses, are available at all Sleep Country and Dormez-vous stores and online. As the industry's most-recommended crib mattress brand, these products will bring safety and affordability to growing Canadian families.ⁱ

The new crib mattresses join Sleep Country Canada's growing roster of innovative sleep essentials for the entire family, notably including:

- Bloom mattress-in-a-box collection
- Weighted Blankets
- Organic Essential Oil Linen Sprays
- PÜR Silk Pillowcase
- Adjustable Lifestyle Bases
- Fieldcrest™ Luxury Duvets and Pillows
- Pet Beds

The Safety 1st Pleasant Dreams and Tranquil Dreams Crib and Toddler Mattresses retail for \$99.99 and \$169.99 CDN respectively. Designed with a high density thermos-bonded fiber core, helps give your baby the firm support they need for their development and safety. To learn more about products or the company, please visit your local Sleep Country or Dormez-vous store or online at sleepcountry.ca/safety-1st or dormezvous.com/safety-1st.

About Sleep Country Canada

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 11, 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).

ⁱ Safety 1st received 2017 Women's Choice Award as America's most recommended brand for Crib Mattresses: <https://www.womenschoiceaward.com/awarded/bestbaby/categories/bedding-bath/safety-1st/>

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