

## **Dormez-vous Expands with First Interior Mall Location**

### **New store located in premier shopping centre, CF Carrefour Laval**

LAVAL, QC, April 15, 2019 /CNW/ - Dormez-vous, Quebec's largest mattress retailer and the province's division of Sleep Country Canada Holdings Inc. ("Sleep Country" or the "Company" (TSX:ZZZ), is pleased to announce the opening of its first mall store.

Located in CF Carrefour Laval, the premier shopping centre on the North Shore, the new Dormez-vous store is making Quebec's leading Sleep Experts more accessible to the greater Laval and Montreal community. Only 20 minutes from downtown, this new location allows customers to experience quality sleep products and speak with knowledgeable Sleep Experts who will help design a personalized sleep system for their sleep style and budget.

"Interior mall locations are a key part of our omni-channel strategy to capture the mall shopper and we're thrilled to be opening the first-of-its-kind in Quebec," said Stewart Schaefer, President of Dormez-vous and Chief Business Development Officer at Sleep Country and Dormez-vous. "We are Quebec's leading sleep retailer and we're continually focused on expanding and bringing the convenience of better sleep to more communities."

With this opening, Dormez-vous now boasts 57 locations across the province. Specializing in all things sleep, Dormez-vous' expertise comes from 25 years of matching Quebecers to their perfect sleep. "Every individual has a unique sleep need, which is exactly what our Sleep Experts are trained to address. They listen to your needs and provide sleep solutions," added Schaefer. "That's what we love doing – helping our customers find the best products to get their best sleep."

The new Laval store is located within CF Carrefour Laval at 3035 Blvd Le Carrefour. To learn more about the company, its products or find your nearest store, please visit [dormezvous.com](http://dormezvous.com).

#### **About Sleep Country & Dormez-vous:**

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 15, 2019, Sleep Country has 267 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 [dormezvous.com](http://dormezvous.com) and on Facebook at [facebook.com/DormezVous](https://facebook.com/DormezVous).

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<https://ir.sleepcountry.ca/2019-04-15-Dormez-vous-Expands-with-First-Interior-Mall-Location>