

## **Dormez-vous Grows in Gatineau, Quebec**

### **Dormez-vous' Sleep Experts move in on one of the busiest boulevards**

GATINEAU, QC, April 15, 2019 /CNW/ - Dormez-vous, Quebec's largest mattress retailer and the province's division of Sleep Country Inc. ("Sleep Country" or the "Company" (TSX:ZZZ)), celebrates the opening of a new store in Gatineau. Located on one of the busiest boulevards in the city at 1056 Blvd Maloney, Dormez-vous can be found right outside the Promenades Gatineau.

"This is a big year for Dormez-vous, as we celebrate 25 years of helping Quebecers get better sleep. We are thrilled to expand in Gatineau and help residents discover that a good night's sleep is possible with guidance from our experienced Sleep Experts," said Stewart Schaefer, President of Dormez-vous and Chief Business Development Officer at Sleep Country and Dormez-vous. "When it comes to sleep, there is no one-size fits all. That's why our specialized Sleep Experts will create personalized sleep systems based on your sleep needs."

As Quebec's leading speciality retailer dedicated to sleep, Dormez-vous carries all things, for all sleepers. The new location provides a comprehensive shopping experience highlighted by an incredible selection of mattresses and sleep essentials. The vast selection of products includes comfortable pillows designed to support different sleeping styles, designer headboards, a variety of sheets, duvets and duvet covers not to mention mattresses starting at \$149 with free delivery and set up. With a wide array of options to choose from, Quebecers can easily build their perfect bedroom to not only meet their needs for comfort and sleep, but also design and function.

Dormez-vous' newest location will be the third store in Gatineau, raising the banner's store count to 58 in Quebec. 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 16, 2019, Sleep Country has 268 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-Grows-in-Gatineau.-Quebec>