

Sleep Country Canada Opens First Location in Prince Albert, Saskatchewan **Canada's Sleep Experts expand into new market**

PRINCE ALBERT, SK, April 15, 2019 /CNW/ - Sleep Country Canada Holdings Inc. ("Sleep Country" or the "Company" (TSX: ZZZ)), Canada's leading sleep retailer, opened its first location in Prince Albert, Saskatchewan.

Specializing in all things sleep, Sleep Country's expertise is backed by 25 years of helping match Canadians to their perfect sleep. "We are thrilled to bring our Sleep Experts and extensive variety of innovative mattress and sleep essentials to a new community in Saskatchewan," said Stewart Schaefer, Chief Business Development Officer, Sleep Country Canada. "We're passionate about our business and want to help all Prince Albert residents get a better night's sleep. There's no one-size-fits-all approach to a good night's rest. Our Sleep Experts help each person individually to identify which products will help them achieve their best night's sleep based on their unique sleeping style or sleep issues."

Sleep Country also has an Unbeatable Price Guarantee. If Sleep Country's mattress price isn't already lower, they will beat any competitor's price by at least 5%. The company also offers a Comfort Guarantee which means customers can try out a new bed risk-free for 100 nights and exchange it with ease. Sleep Country also offers FREE delivery and set-up for all mattress and adjustable lifestyle bases.

To celebrate the grand opening, the new location will be providing customers with a bonus card of \$50 off purchases of \$100 or more until April 28, 2019. The new store is located at 800 - 15th Street East in Prince Albert, Saskatchewan. To learn more about the company, its products or find your nearest store, please visit sleepcountry.ca.

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 15, 2019, Sleep Country has 266 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).

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