

Sleep Country Canada Expands on Vancouver's North Shore

NORTH VANCOUVER, May 6, 2019 /CNW/ - Sleep Country Canada Holdings Inc. ("Sleep Country" or the "Company" (TSX: ZZZ)), Canada's leading sleep retailer, is celebrating the opening of a new store in North Vancouver, British Columbia. The new store is conveniently located at 1500 Lonsdale Avenue at the corner of Lonsdale Avenue and East 15th Street.

"We are thrilled to be opening a 2nd store in the vibrant city of North Vancouver to help even more customers get a better night's sleep. Having two convenient locations makes it that much easier for customers to get advice from our passionate and knowledgeable Sleep Experts and access top quality sleep products that help facilitate a great night's sleep," said Stewart Schaefer, Chief Business Development Officer, Sleep Country Canada. "Our Sleep Experts look forward to helping create a personalized sleep system to match each shopper with the right combination of products to best suit their needs and sleep style."

In addition, for the entire month of May, Sleep Country has partnered with Serta on a new charitable campaign supporting mental health. Plush Serta Sheep will be sold in-store to raise funds and create awareness for mental wellness. The net proceeds of plush sheep sales, plus \$5 from every Snuggable weighted blanket sold in May will be donated to the Canadian Mental Health Association (CMHA) to help them provide access to mental health support services and programs across the country. "We know that a good night's sleep has a positive impact on our mental wellness and we're committed to building awareness and access to mental health programs," added Schaefer.

With the opening of the new North Vancouver store, Sleep Country now has 269 locations across Canada. 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 May 6, 2019, Sleep Country has 269 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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