

Dormez-vous Continues to Grow Interior Mall Footprint with Second Location New store located in Galeries de la Capitale

QUEBEC CITY, May 27, 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 proud to announce their newest location within the Galeries de la Capitale.

Located in the downtown core of Quebec City, Galeries de la Capitale recently completed an important redevelopment, including a \$52 million facelift to the indoor amusement park featuring 18 attractions and the largest IMAX screen in the country. Dormez-vous will be the newest addition to the Galeries' dynamic retail mix.

"We are thrilled to be opening our second interior mall location in one of the fastest growing regions in Quebec City," said Stewart Schaefer, President of Dormez-vous and Chief Business Development Officer at Sleep Country and Dormez-vous. Aiming to provide greater access to a better night's sleep, Dormez-vous continues to focus on opening strategically located interior mall locations. "Focusing on our customer's experience, our Sleep Experts create personalized sleep systems matching Quebecers with quality sleep products for their unique sleep style and budget. Moving into the Galeries de la Capitale was a perfect fit, as we seek out convenient retail spaces that provide a world-class experience."

As the market leader, Dormez-vous understands the power of sleep and its importance to your physical and mental well-being and prides itself on giving back to the communities where it operates. Collaborating with Serta for the month of May, Dormez-vous is 'Counting Sheep for Mental Wellness' with their new charitable campaign. Until May 31, 2019 Plush Serta Sheep are available to purchase at every Dormez-vous location 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 Quebec.

The new Quebec City store is located within Galeries de la Capitale at 5401 Blvd. Des Galleries, through entrance D, on the second level. With the opening of this new store, Dormez-vous now has 59 locations in Quebec. To learn more about the company, its products or find your nearest store, please visit 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 May 27, 2019, Sleep Country has 270 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 and on Facebook at [facebook.com/DormezVous](https://www.facebook.com/DormezVous).

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