

## **Dormez-vous Celebrates Milestone with 60th Store in Quebec**

### **Quebec's Sleep Experts expand with first location in Rimouski, Quebec**

RIMOUSKI, QC, June 4, 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 60th store in the province. Marking this pinnacle moment is the grand opening of the company's first location in Rimouski, Quebec.

"We began with a dream to become the largest mattress retailer in the province, and help Quebecers discover their best sleep. Twenty-five years later, Dormez-vous is the leading sleep specialist," said Stewart Schaefer, President of Dormez-vous and Chief Business Development Officer at Sleep Country and Dormez-vous. "Our team of passionate Sleep Experts have helped match the province with their sleep needs to the right sleep essentials to achieve their perfect rest."

Located in the urban centre of the Bas-Saint-Laurent region, Dormez-vous is proud to be a new member of the city's dynamic community. This new location will provide greater access to Rimouski residents to experience the company's extensive variety of innovative mattresses and sleep essentials. The opportunity to visit Dormez-vous and speak with knowledgeable Sleep Experts will provide each customer with a personalized sleep system designed for their sleeping style and budget. As Schaefer explains, "the right mattress, pillow and foundation can improve the quality of your sleep and wellbeing. With all things for all sleepers, we have everything you need for a better night's sleep."

The new store in Rimouski is located at 450 2e Rue Est, at the corner of 2e Rue Est and Montée Industrielle-et-Commerciale. 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 June 4, 2019, Sleep Country has 271 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://www.facebook.com/DormezVous).

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<https://ir.sleepcountry.ca/2019-06-04-Dormez-vous-Celebrates-Milestone-with-60th-Store-in-Quebec>