

Sleep Country Canada Grows in Alberta

Canada's Sleep Experts open first location in Leduc

LEDUC, AB, July 8, 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 Leduc, Alberta. Located south of Edmonton, this will be the first Sleep Country store in Leduc. The new store is conveniently located at 2338 46th Avenue East.

"Specializing in sleep for 25 years, our dedicated team of knowledgeable and enthusiastic Sleep Experts, are able to provide customers with a comprehensive shopping experience, offering a vast selection of innovative sleep products to fit with each customers' unique sleeping style," said Stewart Schaefer, Chief Business Development Officer, Sleep Country Canada. "We're proud to have the privilege and opportunity to better match even more residents in Alberta with the essentials for a better night's sleep," added Schaefer.

Additionally, for the month of July, Sleep Country presents their annual Pyjamas and Storybooks for a Better Bedtime campaign. Customers can drop off new or gently used pyjamas and storybooks at the new Leduc location or at any Sleep Country store across Canada. "It's our mission to help all Canadians, especially little ones in-need, get the sweet dreams they deserve and experience a better bedtime," added Schaefer. All donations will stay in the community for local charitable organizations to help families in need.

With the opening of the new Leduc store, Sleep Country now has 272 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 July 8, 2019, Sleep Country has 272 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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