

Sleep Country Announces Change of Date and Format to Virtual-Only Shareholder Meeting

TORONTO, April 8, 2020 /CNW/ - Sleep Country Canada Holdings Inc. ("Sleep Country" or the "Company") (TSX: ZZZ) today announced that, due to public health and safety concerns related to the COVID-19 pandemic, the Company has changed the format for its upcoming annual and special meeting of shareholders to a virtual meeting format. This has necessitated a change in the date and time of the meeting to May 21, 2020 at 10:00am. The meeting was previously scheduled for May 5, 2020. An updated Notice of Meeting has been filed on SEDAR under the Company's profile at www.sedar.com. The record date for the meeting (March 25, 2020) has not changed.

Sleep Country's annual meeting materials had been finalized and printed based on the prior meeting date and in-person format. The Company will prepare an addendum to accompany its management information circular describing the relevant changes to the time, date and format of the meeting and explaining how shareholders may access the virtual meeting and participate in the meeting. This addendum will be printed and mailed with the circular for the meeting and filed under the Company's profile at www.sedar.com. Shareholders will be able to attend the meeting by accessing the link which will be contained in the addendum accompanying the meeting materials.

Registered shareholders and duly appointed proxyholders who participate in the online meeting will be able to listen to the meeting, ask questions and vote, all in real time, provided that they are connected to the internet. Guests will be able to listen to the meeting but will not be able to communicate or vote. In all cases shareholders must follow the instructions set out in their applicable proxy or voting instruction form.

About Sleep Country

Sleep Country is Canada's leading omnichannel mattress and bedding retailer and the only specialty sleep products retailer with a national bricks and mortar footprint and an online presence. Sleep Country operates under three retail banners (the "Banners"): "Sleep Country Canada", with omnichannel operations in Canada excluding Québec; "Dormez-vous?" with omnichannel operations in Québec and "Endy", Canada's leading online mattress-in-a-box retailer. As of April 8, 2020, Sleep Country has 276 stores and 17 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.

Forward-Looking Information

Certain information in this news release contains forward-looking information and forward-looking statements which reflect the current view of management with respect to the Company's objectives, plans, goals, strategies, outlook, results of operations, financial and operating performance, prospects and opportunities. Wherever used, the words "may", "will", "anticipate", "intend", "estimate", "expect", "plan", "believe" and similar expressions identify forward-looking information and forward-looking statements. Forward-looking information and forward-looking statements should not be read as guarantees of future events, performance or results, and will not necessarily be accurate indications of whether, or the times at which, such events, performance or results will be achieved. All of the information in this news release containing forward-looking information or forward-looking statements is qualified by these cautionary statements.

Forward-looking information and forward-looking statements are based on information available to management at the time they are made, underlying estimates, opinions and assumptions made by management and management's current good faith belief with respect to future strategies, prospects, events, performance and results, and are subject to inherent risks and uncertainties surrounding future expectations generally. Such risks and uncertainties include, but are not limited to, those described in the Company's 2019 annual information form (the "AIF") filed on March 4, 2020. A copy of the AIF can be accessed under the Company's profile on SEDAR at www.sedar.com. Additional risks and uncertainties not presently known to the Company or that the Company currently believes to be less significant may also adversely affect the Company.

Readers are urged to consider the risks, uncertainties and assumptions carefully in evaluating the forward-looking information and forward-looking statements and are cautioned not to place undue reliance on such information and statements. The Company does not undertake to update any such forward-looking information or forward-looking statements, whether as a result of new information, future events or otherwise, except as required by applicable laws.

<https://ir.sleepcountry.ca/2020-04-08-Sleep-Country-Announces-Change-of-Date-and-Format-to-Virtual-Only-Shareholder-Meeting>