

Sleep Country Commits \$1.5 million in Product Donations to Support Local Communities During COVID-19 Health Crisis

Giving initiative to provide mattresses, beds and sleep essentials to vulnerable communities and frontline medical workers

TORONTO, April 20, 2020 /CNW/ - Sleep Country Canada Holdings Inc. ("Sleep Country" or "Sleep Country Canada" or the "Company") (TSX: ZZZ) today announced a commitment to donate up to \$1.5 million worth of mattresses and bedding essentials to communities across Canada impacted by the COVID-19 health crisis.

The company's giving program aims to provide at-risk and vulnerable communities impacted by the COVID-19 pandemic with safe and secure sleeping environments in this unprecedented time. Sleep Country's donations will help improve the challenging conditions faced by homeless shelters, community living programs and other organizations that are under severe strain to limit overcrowding and implement physical distancing to fight in the spread of the COVID-19 virus.

In addition, the company is helping hospitals and care facilities establish temporary rest and sleeping arrangements for frontline medical personnel working extended hours or needing to practice social distancing to keep them and their families safe.

"The COVID-19 health crisis has established an urgent need to provide vulnerable and at-risk communities across Canada with safe sleeping arrangements that deliver physical distancing measures," said Dave Friesema, Chief Executive Officer, Sleep Country. "We are working closely with community organizations to donate essential sleep products that will support those who need it most, with a safe and secure place to rest each night."

Sleep Country's first partner organization to benefit from the program is the City of Toronto's Rapid Housing Access Initiative, quickly moving seniors and other vulnerable clients from the shelter system into permanent rent-geared-to-income housing with Toronto Community Housing. Sleep Country is donating 100 beds including mattresses, adjustable bases, bed frames, sheets, protectors and pillows to assist in providing residents with a safe and healthy living arrangement.

"I want to thank Sleep Country for their commitment to donate \$150,000 worth of mattresses and bedding essentials to Toronto communities that are impacted by the COVID-19 pandemic. The support of private partners like Sleep Country have helped our City in our efforts to respond to this virus. These 100 new beds for Toronto Community Housing will help create a more comfortable environment for vulnerable tenants and ensure that we are supporting our residents through these challenging times." - Mayor John Tory, City of Toronto

Sleep Country is continuing to work with communities nationwide to support organizations that assist our most vulnerable and at risk individuals during the current COVID-19 health crisis.

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 20, 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.

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