

Sleep Country Expands Sleep Offering to Windsor, Ontario

Two new standalone stores mark company's arrival in the city

WINDSOR, ON, July 3, 2020 /CNW/ - Sleep Country Canada Holdings Inc. ("Sleep Country" or the "Company") (TSX: ZZZ), the leading specialty mattress retailer in Canada, today opened its doors in Windsor, Ontario signifying its retail entry into the city. With two new convenient locations, the first brick and mortar store opens today at 4388 Walker Road followed by a second store that is slated to open at 35 Amy Croft Drive on July 9, 2020.

As Canada's largest mattress retailer for more than 25 years, Sleep Country offers an extensive assortment of innovative sleep essentials to match customers with products that best meet their sleep needs. With the help of knowledgeable sleep experts, customers can choose everything from mattresses and beds to sleep accessories featuring a diverse range of pillows, sheets, duvets, weighted blankets, mattress protectors and more, to help Canadians get their best night's sleep.

The two new locations also feature enhanced health and safety protocols to offer a safe shopping experience including:

- Floor Decals – To provide physical distancing guidance within the stores.
- Store Signage – To reinforce physical distancing measures and practices posted in windows and throughout the store.
- Cleaning Stations – To provide hand sanitizer for customers and employees throughout the store.
- Disposable Pillow and Mattress Protectors – Mandatory to provide a protective barrier between customers and product testing.
- Frequent Disinfection – To provide hard surface cleaning and disinfectant of all hard surfaces including countertops, PIN pads, work areas, common display and customer trial areas.

"The Windsor market is a brand new satellite market that we have had an eye on for over 10 years and we are very excited to be finally opening with two great locations to serve our customers," said Stewart Schaefer, Chief Business Development Officer, Sleep Country Canada. "The original plan was to open this market at the beginning of Q2, but we were delayed due to COVID-19. The majority of the build-out costs for the Windsor stores were incurred in Quarter 1 fiscal 2020, prior to COVID. With the economy re-opening and the fact that our teams are ready and willing to serve our customers during the busy summer months, the time was right to open these stores. The city is experiencing tremendous growth and this is an important step and opportunity for us to play a role in the Canadian and provincial economic recovery and job creation as well as bring our trusted expertise, diverse product offering and personalized in-store retail experience to the residents of Windsor."

Sleep Country is a proud supporter of the Canadian communities it serves and is marking its entrance into Windsor by donating a selection of mattresses, bed frames, pillows and bedding accessories including mattress protectors, pillow protectors, sheet sets and weighted blankets to the Welcome Centre Shelter for Women and Families. The donation is a continuation of Sleep Country's ongoing commitment to assist organizations with safe and comfortable sleeping arrangements. The aid will support numerous families seeking safe emergency shelter and resources as a result of homelessness, violence and poverty.

"Sleep Country's very generous support was an urgent need for us and we're glad they share our view that a comfortable night's sleep can make a world of difference for the women and families we support," said Lady Laforet, Executive Director of the Welcome Centre Shelter.

Location and hours for the two new Windsor locations are provided below bringing Sleep Country's store total to 280 locations across Canada.

Walker Road: 4388 Walker Rd, Windsor, ON N8W 3T5

Locator: On Walker Road situated in Windsor's main retail node (right across the street from Costco)

Store Hours: Mon-Fri (10 am-9 pm), Sat (9:30 am-6 pm), Sun (11am-5pm)

Opening Date: Friday, July 3, 2020

Amy Croft: 35 Amy Croft Drive, Windsor, ON N9K 1C7

Locator: On Route 22 near Manning road, on the border of Tecumseh and Lakeshore

Store Hours: Mon-Fri (10 am-9 pm), Sat (9:30 am-6 pm), Sun (11am-5pm)

Opening Date: Thursday, July 9, 2020

For more information about Sleep Country, please visit www.sleepcountry.ca

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 July 3, 2020, Sleep Country has 280 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.

About Welcome Centre Shelter for Women and Families

The Welcome Centre provides emergency shelter, drop-in support, children's recreational programming, and emergency food services for women and families experiencing homelessness in the Windsor community. With over 300 single women and over 300 families with children served annually, the Centre provides shelter that is housing-focused and harm-reduction based, working to get families and women out of shelter and back into the larger community, where they belong. For more information, visit welcomecentreshelter.com

SOURCE Sleep Country Canada Holdings Inc. Investor Relations

<https://ir.sleepcountry.ca/2020-07-03-Sleep-Country-Expands-Sleep-Offering-to-Windsor,-Ontario>