

/R E P E A T -- Sleep Country raises awareness about sleep's connection to mental health this World Sleep Day/

A portion of proceeds from all sales on World Sleep Day will be donated to the Canadian Mental Health Association to enable better sleep and wellbeing

TORONTO, March 14, 2022 /CNW/ - Sleep Country Canada Holdings Inc. ("Sleep Country" or the "Company") (TSX: ZZZ), Canada's leading omnichannel specialty sleep retailer, is proud to sponsor World Sleep Day on March 18. To highlight the powerful and transformative impact of sleep on our health and wellbeing, Sleep Country is championing World Sleep Day to encourage everyone to get the sleep they need to function at their best, both mentally and physically.

Getting good quality sleep is a struggle for 1 in 2 Canadian adults—with about 1 in 10 experiencing insomnia. Lack of sleep contributes to chronic stress and poor mental health with over 36 per cent of Canadian adults reporting chronic stress due to insufficient sleep. In addition, 12 per cent of Canadian adults who get inadequate sleep report poor mental health ([Public Health Agency of Canada](#)).

To highlight the importance of sleep on the mind and body, Sleep Country is donating a portion of the proceeds from all sales on World Sleep Day to the Canadian Mental Health Association, up to \$100,000. The [Canadian Mental Health Association](#) is the most established and extensive mental health organization in communities across the country, responding to pressing mental health priorities at national and local levels.

"Good quality sleep can help prevent mental health issues and can even help the brain process emotions. But when we regularly experience poor sleep, we are also at greater risk of depression, anxiety disorders and other mental illnesses," said Margaret Eaton, National CEO, Canadian Mental Health Association. "We thank Sleep Country for their donation and for highlighting the importance of sleep for mental health."

According to a Sleep Habits Study commissioned by Northstar Research Partners for Sleep Country, 89 per cent of Canadians say sleep is important for their mental wellbeing, while 85 per cent believe that a good night sleep sets them up for success the next day. Sleep Country is committed to supporting Canadians on their wellness journey, with Sleep Experts coast to coast providing personalized shopping experiences to find the right sleep products to meet individual sleep needs.

"Sleep Country is on a mission to awaken Canadians to the power of sleep," said Stewart Schaefer, President and CEO, Sleep Country Canada. "This World Sleep Day, we are proud to partner with the Canadian Mental Health Association to raise awareness about the importance of sleep and its connection to mental health and wellbeing."

As leaders in sleep for more than 25 years, Sleep Country knows that getting a good night's sleep is critical to function both mentally and physically, which is why it is committed to helping everyone get their best night's sleep.

Learn more at www.sleepcountry.ca.

About Sleep Country

Sleep Country is Canada's leading omnichannel specialty sleep retailer with a national retail store network and multiple robust eCommerce platforms. The Company has 286 corporate-owned stores and 20 corporately-run distribution centres across Canada and operates under retail banners: "Sleep Country Canada", with omnichannel operations in Canada excluding Québec; "Dormez-vous?" with omnichannel operations in Québec; "Endy", Canada's leading direct-to-consumer online sleep solutions retailer; and recently acquired Hush Blankets Inc., one of Canada's fastest-growing digital retailers. Sleep Country is a purpose-led organization dedicated to transforming lives by awakening Canadians to the power of sleep, and is committed to building a company culture of inclusion and diversity where differences are embraced and valued. The Company meaningfully and positively supports its environment and the communities where it operates through its comprehensive mattress and foundation recycling program that keeps mattresses out of landfills, as well as its bed donation program that contributes new and gently used mattresses and foundations to Canadian charities to help families and children in need get a good night's sleep. For more information about the Company visit www.sleepcountryir.ca.

About Canadian Mental Health Association

Founded in 1918, the Canadian Mental Health Association (CMHA) is the most established, most extensive community mental health organization in Canada. Through a presence in more than 330 communities across every province and one territory, CMHA provides advocacy, state programs and resources that help to prevent

mental health problems and illnesses, support recovery and resilience, and enable all Canadians to flourish and thrive. For more information, please visit www.cmha.ca.

About the Sleep Country Survey

Sleep Country commissioned Northstar Research Partners, a global strategic research firm, to complete this research on sleep habits among 2,000 Canadians 18+. The study was sampled proportionate to population from September-December 2021. Responses were gathered using an amalgamated group of best-in-class online panels. Looking at the margin of error for the national average, a 2.2% difference is statistically significant at 95% confidence, or 19 times out of 20.

SOURCE Sleep Country Canada Holdings Inc. Investor Relations

<https://ir.sleepcountry.ca/2022-03-18-R-E-P-E-A-T-Sleep-Country-raises-awareness-about-sleeps-connection-to-mental-health-this-World-Sleep-Day>