

FOR IMMEDIATE RELEASE:

**SLEEP COUNTRY PRESENTS “AN EVENING WITH OPRAH” IN HAMILTON, ONTARIO
AND LAUNCHES CONTEST TO CELEBRATE**

North York, Ontario, March 20, 2013 – Sleep Country presents “An Evening with Oprah” at Cops Coliseum in Hamilton, Ontario on April 13, 2013.

“When we heard that Oprah was coming to Hamilton, we just knew we had to be involved,” said Sleep Country President Christine Magee. “Sleep Country’s sole purpose for existing is to help Canadians get a better night’s sleep and Oprah has been such an amazing advocate of health, wellness and sleep.” Sleep Country offers a unique in-store experience with highly trained Sleep Experts at each of its 153 stores to help people find the right mattress, pillow and other sleep accessories specific to their needs.

To celebrate the Event, Sleep Country has launched a contest at www.sleepcountry.ca/oinhamilton. Lucky winners will be treated to a VIP backstage experience and win front row seats to the Event. The contest ends April 4, 2013. See the website for further details and contest rules. Contest winners will be announced on Sleep Country’s facebook page at www.facebook.com/SleepCountryCanada.

In addition to introducing Oprah, Christine Magee will also be presenting the Tim Horton Children’s Foundation with a donation of \$100,000 at the Event. Sleep Country believes very strongly in supporting families in need. “We are delighted to be donating to the Tim Horton Children’s Foundation which gives economically disadvantaged kids an opportunity to have a life-changing experience at camp. Every year, Sleep Country donates thousands of used mattresses to families in need,” said Magee.

About Sleep Country

Sleep Country LP owns and operates 237 corporate-owned stores. In Canada, Sleep Country is the largest mattress retailer with 153 stores in nine regional markets and 43 stores in Quebec under the Dormez-vous banner. The company also owns Sleep America, Arizona’s largest mattress retailer with 41 stores. For more information about the company visit www.sleepcountry.ca, on Facebook at www.facebook.com/SleepCountryCanada and on Twitter at www.twitter.com/SleepCountryCan.

For more information contact:

Laura Baker
Sleep Country
416-242-4774 ext. 2240
laura.baker@sleepcountry.ca