



For Immediate Release

## **Foam that Forms for more Comfort, Serta's™ New Mattress Stays Cool, Safe**

**Hoffman Estates, Illinois (Feb. 16, 2005)** – Visco all-foam mattresses are gaining in popularity but have suffered from some drawbacks including heat retention and high cost. Serta International is launching a line of Visco all-foam mattresses called International Touch™ that offer new technology to solve the heat problem. The body-hugging mattress stays cool for a more comfortable night's sleep. It's also priced at up to 30 percent savings over conventional Visco options. The mattress is the only Visco product available nationally that resists open flame fire hazards using Serta's exclusive FireBlocker® technology.

“After four months of tests, we've seen our new Memory Foam line take off with consumers,” said Bob Sherman, president of Serta International. “They like the unique combination of features at a lower cost so we've decided to make it available nationally.”

For consumers who want an all-foam mattress, Serta's new line has:

- Safety -- Flame resistance protection system, FireBlocker® (all three levels)
- Temperature regulation -- Sensifiber® by Outlast®, a revolutionary fiber layer to wisk away moisture and provide a cooler, more comfortable sleeping experience (top two levels)
- Health protection -- Antimicrobial, antibacterial and non-allergenic protection (top two levels); zippered washable cover (introductory level)
- Extra comfort -- Three-inch zoned comfort topper that minimizes natural body impressions and prevents sagging (top level)

###

For additional information, please email [pr@sertanational.com](mailto:pr@sertanational.com).