

COUNTING SHEEP SCHEME TO WIN BACK CLIENTS IN SERTA'S NEW TV COMMERCIALS



FOR IMMEDIATE RELEASE

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The Counting Sheep have concocted some ingenious schemes to win back their clients in a new series of national and retail TV and radio commercials by Serta.

As the latest installments in its award-winning advertising campaign, Serta is launching two new television commercials, "Image" and "Couch," for both network and retailer use. The two 30-second network spots will premiere the week of July 7th, and run through the end of Serta's 2003 TV schedule.

Serta is launching the commercials as part of its multi-million dollar 2003 media campaign that will reach nearly all U.S. adults. The retail versions of "Image" and "Couch" offer Serta dealers the opportunity to leverage the popularity and recognition of the Counting Sheep and the Serta brand.

The two spots show that the Counting Sheep are continually foiled – no matter what devious plot they hatch – by the enormous comfort that consumers feel when sleeping on a Serta mattress. Each humorous confrontation pits the Counting Sheep against Serta products, which are "So Comfortable, You'll Feel the Difference the Moment You Lie Down."



In the new :30 national network spot by Serta, a satisfied owner of a Serta mattress finds himself banished to the couch – all part of a devious plan by the Counting Sheep.

In the national network spot "Image," the desperate Counting Sheep take the advice of an image consultant who tells them how to compete against Serta's comfortable mattresses that "get consumers to sleep fast." A national 15-second version of "Image" will begin airing later in the third quarter. "Image" will be available to retailers in three formats (:25/:05, :20/:10 and :15/:15).



In Serta's new :30 national network spot "Image," the Counting Sheep try to present a more "contemporary" image in an attempt to win back ex-clients. A couple watches their new "sales pitch" before going to sleep on their new Serta mattress.

COUNTING SHEEP SCHEME IN SERTA'S NEW TV COMMERCIALS, ADD ONE

In the national network spot "Couch," the Counting Sheep resort to sabotage to force an ex-client of theirs to leave his comfortable new Serta mattress and use their services instead – if only for a night. "Couch" will be available for retailers to tag in a :25/:05 format.

"The humor of these commercials underscores the message that no matter what the Counting Sheep do, they can't effectively compete against the comfort of Serta mattresses," said Susan Ebaugh, Serta's Chief Brand Officer. "Consumers tell us that they eagerly await our new commercials to find out just what the Counting Sheep will try next to keep people from buying, or sleeping on, comfortable new Serta mattresses."

“In the three short years since we launched the Serta Counting Sheep campaign, it has become one of the most popular and powerful campaigns in the country,” Ebaugh noted. “Research shows that Americans enjoy the Counting Sheep, recall the commercials and remember the Serta brand name as well.”

In its April 21, 2003, issue, Advertising Age recognized Serta’s Counting Sheep TV commercial “Penalty” (:30) as one of the most effective new ads in the nation. Basing its rankings on more than 2.6 million surveys of TV viewers, Ad Age measured the ability of TV viewers to recall, within 24 hours, the ad as well as the brand they saw during the normal course of TV viewing.

In June 2002, the advertising industry recognized Serta’s brand-building campaign by awarding a highly prestigious gold EFFIE to Serta and its advertising agency, Doner. The EFFIE awards recognize the most effective and creative advertising campaigns in the nation.

“Consumers have become fans of our Counting Sheep campaign and the inherent comfort message associated with Serta,” said Ebaugh. “As a result, awareness of the Serta brand is stronger than ever.”

This year’s schedule features network leaders like ABC, NBC, CBS and Fox, as well as most of the top-rated cable stations: Comedy Central, Discovery, Lifetime, Nick at Nite, TBS, TNT, TV Land, USA and VH1.

Highlights of the third quarter schedule include late-night sponsorship of both Jay Leno (The Tonight Show) and David Letterman (The Late Show). Serta will be on all the major prime networks with popular shows, including:

NBC: Law & Order SVU, Friends, Dateline, Crime and Punishment and Saturday Movie;
ABC: My Wife and Kids, George Lopez, Whose Line Is It Anyway?, America’s Funniest Home Videos and Drew Carey;

CBS: CSI, Presidio Med, Without a Trace, JAG, The District and 60 Minutes II.

In addition to its new TV commercials, Serta is releasing two new Counting Sheep :40/:20 radio spots designed for dealers to tag and run in their local markets.

In the first new radio spot “Yoga,” the Counting Sheep use a “relaxation” skill to try to reclaim a former client who is now a satisfied Serta mattress owner. In the second spot, “Moving In,” the Counting Sheep gather in the home of another satisfied Serta mattress owner and ask if they can move in because they’re unable to support themselves – thanks to Serta.

Serta is a bedding brand leader and the manufacturer of the best-selling premium mattress in America, the Serta Perfect Sleeper®, the luxury Perfect Night® collection and Masterpiece-brand mattresses. Masterpiece Sleep Products, Inc. is a wholly owned subsidiary of Serta, Inc.

Serta has 26 manufacturing facilities across the United States and four in Canada, and has international locations in: Australia, Brazil, Chile, China, Colombia, the Dominican Republic, Guatemala, India, Indonesia, Israel, Japan, Korea, Malaysia, Mexico, New Zealand, Puerto Rico, Singapore, South Africa, Spain, Taiwan, Thailand, Trinidad and Tobago, Venezuela and the United Arab Emirates.

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