



For Immediate Release

## **Serta™ Launches Perfect Day™ Line, Tailor-made for Women with Busy Lifestyles**

**Hoffman Estates, Illinois (July 25, 2005)** With lifestyles busier than ever, American women are relying on a good night's sleep to get more energy, according to a recent study commissioned by Serta. This insight serves as the inspiration for Serta's beautiful new Perfect Day™ Sleep System and its name: Perfect Day. Serta has designed this upscale line to give women a feeling of rejuvenation when they wake up in the morning, and a renewed sense of energy that lasts throughout the day.

This unique new line-up brings together a unique combination of features and benefits tailor-made to give women a renewing sleep experience, including the first-ever integration of three popular mattress technologies: foam, innerspring and air. Serta will launch the new line at the World Market Center during the Las Vegas Market, the week of July 24<sup>th</sup>.

To find out what busy women want from their mattresses, Serta partnered with two top U.S. firms specializing in gender marketing and communications. Together they conducted an intensive research study and analysis of women willing to invest \$1,500 or more in their mattress set. The findings of the investigation resulted in a rich repository of information and insights.

"We focused our research on women since they are almost always the decision makers when it comes to mattress purchases," said Angela Kelly, Vice President of Marketing for Serta International. "By gaining a better appreciation and deeper understanding of the women who are in the market for an upscale mattress, we have been able to design and market a line exclusively for them," noted Kelly.

According to Kelly, the research findings of the study influenced Serta's choices on every aspect of the launch -- from the name, Perfect Day, to the elegant embroidery work and "body cradling" feel of the mattress set, to the supporting marketing campaign. Serta has designed all its features to enhance the quality of a woman's sleeping experience. For example:

- **Temperature control with KoolComfort™** – Exclusive to Serta, this new Visco foam eliminates the heat typically associated with Visco mattresses and provides a cool, comfortable sleeping experience. Kool Comfort keeps its durability throughout the life of the mattress.
- **Comfort control with Air Rest™** – Since comfort is an individual matter, sleepers may want to change the feel of their beds from one night to the next. Now they can. Serta's unique air suspension system helps sleepers and their partners find their ideal comfort preferences, independently of each another.
- **Proper body alignment with FreeFlex® Innerspring** – Zones of single and double rows of coils mirror the shape of the human body, ensuring proper spinal alignment. This advanced innerspring works by enabling the bed to conform to and support the body, rather than forcing the body to conform to the bed. (It is so durable that a trailer truck can roll over it, and the springs bounce right back.)
- **Embroidered Borders** – According to gender research studies, women tend to be more discriminating shoppers than men. In selecting their mattresses, women want beauty as well as comfort. Designer-created embroidered borders give the Perfect Day Collection an exquisite appearance and a rich texture.

According to the findings in the Serta study, a woman's determination to buy a quality mattress cuts across income levels and ages. Yet, participants contradicted the notion that women are willing to pay more for a so-called "luxury" mattress. For them, the right mattress is a nightly necessity –an investment in the quality of their lives and the lives of their families.

"Busy women place a high priority on having a sleeping experience that enables them to live full active lifestyles," Kelly commented. "'Energy' not 'luxury' motivates women to invest in an upscale sleep set."

Waking up in the morning, feeling refreshed, depends on the coordination of a number of mattress features working together -- not just on one, no matter how outstanding. That's why the Perfect Day includes a number of other patented features as well. For instance:

- People who toss and turn all night will not wake up feeling refreshed – no matter how much they like their mattress. Serta's patented Comfort Quilt® design helps to improve circulation, which reduces tossing and turning, and provides gentle cushioning for the body. Building on this design, Serta positions five zones for better comfort and support, where the body needs them the most.
- Greater peace of mind translates into better sleep. Serta's flame-resistant FireBlocker® protection provides sleepers with a safer bedroom environment, giving them more time to get themselves and their family out safely in case of a bedroom fire. Made from a proprietary blend of fibers, FireBlocker works by minimizing the impact of a fire on the mattress and resisting its spread into the mattress. Serta is the first and only national brand to provide flame-resistance protection in all its mattresses throughout the U.S.
- Over time, sitting on the edge of most beds causes it to break down and the mattress to sag. Serta has added a durable new edge support to all of its Perfect Day models that provides firm sleeping and seating support at the edge, as well as superior product tailoring.
- No matter how comfortable a mattress set may seem at first, it must maintain this comfort feel over the long run to earn a reputation for quality, especially with perceptive women shoppers. Serta constructed its StabL-Base® Triple Beam® foundation to maintain the support and comfort of the Perfect Day set year after year. Its unique V-shaped construction isolates the impact of partner movement, reduces mattress sway and provides stable support of the entire mattress all the way to the edge.

Serta manufactures the best-selling premium mattress, the Serta Perfect Sleeper®, the upscale Perfect Day™ collection, and the new International Touch™ Memory Foam line. Serta also is the nation's number one supplier of mattresses to hotels and motels, including Hilton Hotels, Bellagio Hotel, Wyndham Hotels, Quality Inns and Choice properties nationally.

Headquartered in Hoffman Estates, Illinois, Serta has 26 U.S. and four Canadian manufacturing plants. Serta also is distributed internationally in 57 other countries throughout the world. With its worldwide network, Serta is able to respond quickly to customers' needs while still preserving strict control standards to ensure the highest quality products.

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