



For immediate release

Media Contact:

Kelly Ellis

kellis@sertanational.com

847-747-0460

Shopping for a New Mattress this Presidents Day? You Could Get a Free Serta® Comforter!

The Serta Free Comforter Event is going on now through March 14th, 2011

Hoffman Estates, IL (February 10, 2011) –The Serta Free Comforter Giveaway Event is going now through March 14th at participating Serta retailers across the United States. Consumers that purchase any Serta mattress or set with a retail purchase price of \$695 or more will receive a mail in form for a free Serta comforter (retail value of up to \$129) made with a 100% down-alternative fill. Details of the promotion as well as a downloadable mail in form are available at www.serta.com/promo. The Free Comforter Event runs through March 14th, 2011.

In addition to the Comforter Giveaway Event, select Serta retailers are offering Presidents Day savings on a variety of Serta mattresses.

“Presidents Day weekend is traditionally a great time to shop for a new mattress,” says Andrew Gross, senior vice president of marketing for Serta. “Not only are retailers offering holiday savings, but most people have a long weekend and an extra day to shop. So, this is a great time for Serta to offer our customers a Free Comforter with their new mattress purchase.”

The Free Comforter Event will be supported with a new television commercial starring Serta’s beloved advertising icons, the Counting Sheep. The commercial can be seen on www.serta.com/promo and www.youtube.com/mattressserta.

Find Serta on Facebook at www.facebook.com/sertamattress and Twitter at www.twitter.com/sertamattresses. Plus, see what flock leader Counting Sheep #1 has to say by following him on Twitter at www.twitter.com/sertasheep1.

About Serta

Serta is a bedding brand leader and the manufacturer of the best selling premium mattress in America, The Serta Perfect Sleeper®, the upscale Perfect Day® collection and the elegant Vera Wang by Serta® Collection. For more information, visit, www.serta.com <<http://www.serta.com>>. As the leading provider of mattresses to the hospitality industry, Serta partners with hotel groups such as Hilton Hotels, Marriott, Intercontinental Hotels Group, Bellagio Hotel, Wyndham Hotels, Omni Hotels, Choice Hotels, Accor Hotels and many more. Serta has 23 U.S. and four Canadian manufacturing plants. In addition, Serta is distributed internationally in 60 other countries. 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.