



For immediate release

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Get More Comfort this Holiday Season with Two Free iComfort® Pillows from Serta®

Those shopping for the new iComfort Sleep System can receive two free gel memory foam pillows with qualified purchase, a retail value of up to \$159

Hoffman Estates, Ill. (November 10, 2011) — Serta Mattress is getting into the holiday spirit with the iComfort Free Pillow event, starting today at participating retailers. With this limited time offer, those who purchase any iComfort mattress or mattress set can receive two free iComfort Scrunch Pillows™ – a retail value of up to \$159.

Consumers can take advantage of this offer purchasing any iComfort mattress or mattress set from a participating retailer, completing the mail-in form, and sending the form with a copy of the sales receipt to Serta. Complete instructions are available on the mail-in form, which is available for download online at Serta.Com/Promo.

The iComfort Scrunch Pillow is made with the same Cool Action™ gel memory foam used in the iComfort mattresses. This revolutionary material is designed to sleep cooler and provide more targeted support than ordinary memory foam. The Scrunch pillow is uniquely constructed with hundreds of gel memory foam “cushions”, and can be laid flat or bunched up like a traditional down pillow.

“People often overlook the role the pillow plays in a good night’s sleep,” says Andrew Gross, senior vice president of marketing for Serta. “We designed the Scrunch pillow to complement the cooling comfort of the iComfort mattress, while also providing the head and neck support needed for a better night’s sleep.”

The iComfort Sleep System is now available at select Serta retailers across the United States and Canada. The iComfort Free Pillow offer is available through January 2nd, 2012, but only while supplies last. Visit www.serta.com/promo for details.

About Serta

Serta is a bedding brand leader and the manufacturer of the best-selling premium mattress in America, The Serta Perfect Sleeper®, as well as the revolutionary new iComfort® Sleep System, the upscale Perfect Day® collection, the elegant Vera Wang by Serta® Collection, the luxurious Trump Home™ Mattress Collection and the revolutionary new iComfort® Sleep System. For more information, visit, 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 4 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. Friend us [facebook.com/sertamattress](https://www.facebook.com/sertamattress) or follow us [@SertaMattresses](https://twitter.com/SertaMattresses).