



***For immediate Release***

**Serta® Mattress and Paula Deen Want Your Recipes for Home Comfort**

*Enter for a chance to win a new Paula Deen Home by Serta mattress plus a trip to Savannah, Georgia*

**Hoffman Estates, IL (September 16, 2010)** – Serta Mattress is getting social to promote the new Paula Deen Home™ by Serta collection of mattresses with an exclusive Facebook contest launching Friday, September 17<sup>th</sup> on Serta's Facebook page ([www.facebook.com/sertamattress](http://www.facebook.com/sertamattress)). The Spice Up Your Life Contest from Serta and Paula Deen invites Facebook users to share their favorite recipes for home comfort. One Grand Prize Winner will be selected by the Facebook community to win a new Paula Deen Home by Serta mattress plus a trip to Paula Deen's hometown of Savannah, GA. One First Prize Winner will receive a \$500 gift card redeemable on Paula Deen's online store.

"With the Spice Up Your Life Contest, we want our Facebook community to share recipes for creating a comfortable home in the same manner they would share recipes for their favorite dishes," says Kelly Ellis, Director of Integrated Marketing for Serta. "We feel this is the perfect way to introduce the community to our new Paula Deen Home mattresses since Ms. Deen is a renowned for her cooking."

Serta and Paula Deen Enterprises introduced the Paula Deen Home by Serta Mattress collection earlier this year. Available exclusively at Mega Group retailers across the United States, this new collection includes some of today's most advanced comfort and support features including an Individually Wrapped Coil Innerspring system, soy-infused foams and Serta's exclusive KoolComfort™ Memory Foam with EcoSense™. The mattress covers are made from a knit fabric containing silk for a smooth and beautiful finish. More information about the Paula Deen Home by Serta mattress collection is available online at [pauladeenmattress.com](http://pauladeenmattress.com).

"You can definitely tell that these mattresses have been inspired by my life in the South and my home in Savannah, Georgia," says Paula Deen. "The collection is all about feeling good, comfortable and getting a good night's sleep in one's home. And just like my food, I send you comfort and love from my home to yours."

The contest will be open for entries from September 17<sup>th</sup> through September 26<sup>th</sup>. Facebook users can enter the contest by submitting their own unique recipe for home comfort. After the entry period, Serta will select three finalists per week based on a set of established criteria and then let the public vote for the winners among selected finalists. For the Official Rules and additional information, visit [www.facebook.com/sertamattress](http://www.facebook.com/sertamattress) starting September 17<sup>th</sup>.

**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, the elegant Vera Wang by Serta® Collection and the luxurious Trump Home™ Collection. For more information, visit, [www.serta.com](http://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.

Media Contact:

Kelly Ellis,  
847.747.0460  
[kellis@sertanational.com](mailto:kellis@sertanational.com)

###