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SERTA MATTRESS AND CITY OF HOPE JOIN FORCES IN THE ADOPT-A-SHEEP™ FOR THE FIGHT AGAINST CANCER EVENT

New, Limited Edition #60 Counting Sheep Plush Toy Supports Lifesaving Research at City of Hope

Hoffman Estates, Ill. (November 15, 2011) - Serta and City of Hope have teamed up to bring the public a new and unique way to support cancer research, treatment and education. The Adopt-a-Sheep for the Fight Against Cancer Event is going on now and offers people the opportunity to “adopt” a limited edition #60 Counting Sheep plush toy designed by Serta and City of Hope. This new Counting Sheep will help raise funds for City of Hope through distribution at participating Serta retailers and sales made directly to the public online. Serta will donate a minimum of \$1.50 for each sale or distribution of the #60 plush toy to City of Hope, one of the nation’s leading cancer research, treatment and education centers. The event runs until March 31st, 2012.

Serta Counting Sheep plush toys have been collected by fans since 2000, when Serta first introduced the herd as the reluctant brand icons. The campaign has been very successful for Serta, earning a Gold Effie and the Counting Sheep a spot on the Advertising Walk of Fame. The Adopt-a-Sheep Event allows Serta to introduce a new, limited edition plush toy to collectors and the general public while also raising funds for City of Hope and getting people involved in the fight against cancer.

“Serta has a long-standing partnership with City of Hope, and we believe in their innovative approach in fighting cancer and other life-threatening illnesses” says Bob Sherman, president of Serta. “That is why our Adopt-a-Sheep Event is so important to our company, and we are excited to give people a fun and engaging way to get involved in supporting City of Hope.”

There are two simple ways to bring home a limited edition #60 Counting Sheep plush toy:

1. Visit a participating Serta retailer to receive a #60 Sheep for free with either a qualified purchase or “test rest” of the iComfort® Sleep System, Serta’s latest breakthrough in memory foam technology featuring Cool Action™ material. The offer will vary by participating retailer; see store for details. Serta has made a minimum donation of \$1.50 to City of Hope for each #60 plush toy distributed to participating retailers.
2. Purchase a #60 Sheep from Serta online by visiting Serta.Com/Adopt and selecting “Buy Your Sheep Online”. Serta will make a minimum donation of \$1.50, up to \$9, for each #60 plush toy sold online.

“Serta has been a terrific supporter of City of Hope and we’re delighted to partner with the company to offer consumers a unique way to join the fight against cancer,” said Steve Martin, vice president of

marketing, City of Hope. "This year, more than one million people will be diagnosed with cancer. This partnership will enable City of Hope to advance research and improve treatments for patients while giving people a creative way to honor friends and family who have been personally affected by cancer."

Officially "Adopt" Your Counting Sheep and Honor Loved Ones

Each #60 Counting Sheep comes with an enclosure card, carrying a unique registration code and instructions on how to officially "adopt" your Counting Sheep online at Serta's Adoption Registration Center. From here, adoptive families can select a unique name for their Counting Sheep and dedicate the adoption to a loved one touched by cancer. Once the registration is complete, adopters will have access to exclusive Adopt-a-Sheep content, including a keepsake Adoption Certificate and wallpaper customized with the Sheep's name and date of adoption. Serta will make an additional \$1.50 donation to City of Hope for each adoption registered online, up to the first 25,000 registrations.

Serta will also recognize each adoption registered online with its Herd for Hope™ Honor Wall and Virtual Pasture. The Honor Wall will be a living scroll of all adoptions registered online, where adopters can return to find their information and share with friends and family. A "virtual" #60 sheep will also be placed in Serta's Virtual Pasture, coming in late November, creating a visual representation of all those joining Serta and City of Hope in the fight against cancer.

The Adopt-a-Sheep for the Fight Against Cancer Event is going on now through March 31st, 2012. Visit Serta.Com/Adopt to find a participating retailer or to purchase a #60 Counting Sheep online.

To learn more about City of Hope, visit www.cityofhope.org.

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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 and the luxurious Trump Home™ Mattress Collection. 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 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. *Like us [facebook.com/sertamattress](https://www.facebook.com/sertamattress) or follow us [@sertamattresses](https://twitter.com/sertamattresses).*

About City of Hope

City of Hope is a leading research, treatment and education center for cancer, diabetes and other life-threatening diseases. Designated as a comprehensive cancer center, the highest honor bestowed by the National Cancer Institute, and a founding member of the National Comprehensive Cancer Network, City of Hope's research and treatment protocols advance care throughout the nation. City of Hope is located in Duarte, Calif., just northeast of Los Angeles, and is ranked as one of "America's Best Hospitals" in cancer by U.S.News & World Report. Founded in 1913, City of Hope is a pioneer in the fields of bone

marrow transplantation and genetics. For more information, visit www.cityofhope.org or follow City of Hope on [Facebook](#), [Twitter](#), [YouTube](#) or [Flickr](#). [Learn more >>](#)