



For immediate release.

Serta Partners with HGTV for the *HGTV Green Home Mattress Collection by Serta®*
Collection will be available exclusively at BrandSource retailers

Hoffman Estates, IL (January 27, 2010) – Serta has partnered with HGTV to create a new collection of mattresses called the *HGTV Green Home Collection by Serta®*. This new collection was designed to be supremely comfortable and affordable while also offering the latest eco-friendly mattress features. Among these features are an advanced innerspring system made from 95 percent recycled steel coils, soy infused foams and organic cotton and linen fabrics.

"This mattress line is the initial big product launch of our 2010 HGTV licensing program and the first of many such announcements we'll make this year," said Ron Feinbaum, executive vice president of business development for Scripps Networks. "Sharing our commitment to quality and brand building, Serta will enable us to bring a unique and valuable product to consumers, particularly those looking for ways to live a greener lifestyle."

HGTV is the destination of choice for home enthusiasts searching for inspiration and ideas for home and garden. The highly rated cable network is the leading producer of home and lifestyle programming.

"HGTV has incredible insight into what today's consumer wants from home furnishings and from the green category," said Bob Sherman, president of Serta. "This allowed us to create a truly unique and comfortable product that is also affordable for consumers."

The new mattress collection will be available to consumers this spring exclusively at BrandSource® stores across the country. AVB/BrandSource based in Anaheim, CA is a 2500-member buying group focusing on the furniture, bedding, appliance and consumer electronics categories. BrandSource is also affiliated with SleepSource (mattress specialty), TRIB (rent-to-own) and BrandSource Canada/MEGA Group.

Added E. Michael Allen, vice president of home furnishings for BrandSource: "Our new venture with these two quality partners will provide our retailers with an exclusive mattress line with advanced eco-friendly features that they can advertise nationally with the brand power of Serta, HGTV and BrandSource."

In addition to the new product partnership, Serta also will be the exclusive mattress supplier for the 2010 HGTV Green Home, which will be promoted in an on-air special on the network on Sunday, April 18 at 8:00 p.m. ET/PT, as well as through a consumer sweepstakes on HGTV's website (HGTV.com/greenhome) beginning April 16.

About HGTV:

HGTV, America's leader in home and lifestyle programming, is distributed to more than 98 million U.S. households and is one of cable's top-rated networks. HGTV's website, HGTV.com, is the nation's leading online home-and-garden destination that attracts an average of 4 million unique visitors per month.

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.

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