



For Immediate Release

The Serta American Idol® Sweepstakes Winners Go to Hollywood!

Serta and the National Home Furnishings Association send winners to the American Idol finale

Hoffman Estates, IL (June 22, 2010) – Serta Mattress and the National Home Furnishings Association made dreams come true for American Idol fans Andrea Donnelly, Melody Downey, Katie Miles and Kristi Moes. These four women were selected as the Grand Prize Winners of the Serta American Idol Sweepstakes that ran from January 1st through April 25th. These lucky fans and their guests experienced the American Idol Finale live at the Nokia Theater in Los Angeles on May 25th where this year’s American Idol was selected.

The Serta American Idol Sweepstakes kicked off the exclusive partnership between Serta and the NHFA, which was announced earlier this year, naming Serta as the official mattress sponsor of the association. Consumers were invited to visit any participating NHFA retailer during the sweepstakes period, take a “Test Rest” on a Serta mattress and receive a unique entry code to enter for a chance to win. Serta and the NHFA also awarded 625 other American Idol themed prizes to 1st, 2nd and 3rd place winners.



And the winners are...Angel Koponen (guest of winner Andrea Donnelly), Andrea Donnelly, Melody and Jeff Downey, Doug and Kristi Moss and Katie and Thomas Mile take in the American Idol Finale experience.

Participating NHFA retailers also had a chance to get in the game. Serta held a special drawing to select four participating retailers to win tickets to a pre-finale American Idol live show in Hollywood. The selected winners were Robbie and Amy Daniels of America's Mattress by Furniture Fair; Wogan Badcock of Badcock Furniture; John and Beverly Fellers of Fellers Furniture; and Alfred Rude of Rude's Furniture.

Serta will offer NHFA members and exclusive and national promotions designed to increase store traffic and mattress sales during key selling periods. The next national promotion, the "\$10,000 Bedroom Makeover Sweepstakes" kicks off in July. Retailers interested in learning how to participate can contact their local Serta sales representative for more information.

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, elegant Vera Wang by Serta® Collection and the Trump Home Mattress Collection by Serta®. 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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