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**MEMORY FOAM GETS COOLER THIS SUMMER WITH THE NEW iCOMFORT® SLEEP SYSTEM
BY SERTA®**

Serta Brings Breakthrough Technology to Memory Foam Mattresses, Launches Exclusive Consumer Twitter Contest

Hoffman Estates, Ill. (May 25, 2011) —Many people love the pressure-relieving comfort of memory foam mattresses but dislike the hot, unsupportive feeling that can come from memory foam’s tendency to trap in heat and sink in too deep. Serta® listened to consumers and has reinvented memory foam technology with its new iComfort® Sleep System, featuring the revolutionary new Cool Action™ Gel Memory Foam, which provides a cooler, more supportive sleep surface.

Cool Action Gel Memory Foam features Serta’s MicroSupport™ Gel, which is infused into premium memory foam and combined with an open-cell structure to dramatically increase airflow and whisk heat away from the body. This design makes Cool Action™ Gel Memory Foam up to 12 times more breathable than ordinary memory foam and allows it to maintain its comfort over a wider range of home temperatures. Plus, the Cool Action material works to uniquely support the entire body, while millions of the MicroSupport gel beads gather in the areas of the body that need extra support.

“With our new Cool Action Gel Memory Foam, we have introduced new technology that addresses key consumer complaints about memory foam, including the issues of temperature and support,” said Andrew Gross, senior vice president of Serta. “We encourage people to try iComfort at a local retail store and experience first-hand the difference this groundbreaking technology makes.”

The iComfort® Sleep System is available in four models, ranging from firm to luxuriously plush — all at values of up to \$500 less than leading memory foam mattresses. Consumers can choose

from a traditional foundation or the advanced Motion Perfect® Adjustable Base, which allows consumers to adjust the head or foot of the mattress to suit their personal comfort needs. The Motion Perfect Adjustable Base also comes with a dual massage option for enhanced comfort and relaxation.

Select retailers also will offer iComfort® pillows made with Cool Action™ Gel Memory Foam. Consumers will be able to choose between Serta's traditional Contour Pillow and the innovative Scrunch Pillow™, filled with hundreds of Cool Action Gel Memory Foam "cushions" that can fluff up or be "scrunched" like a traditional down pillow for more customized comfort.

Dare to Compare and Take the iComfort® Twit Pic Challenge for a Chance to Win an iComfort® Sleep System by Serta

Serta is encouraging consumers to experience iComfort for themselves with the Dare to Compare Mattress Event going on at participating retailers now, and throughout the summer. To kick off the event, Serta is offering its Twitter followers an exclusive opportunity to win a new iComfort® Sleep System this Memorial Day Weekend through its iComfort Twit Pic Challenge.

From May 26 through May 30, consumers following Serta® on Twitter can visit a local iComfort retailer to snap a mobile photo of their "Test Rest" of the iComfort. By sharing the photo via Twitter, using the #iComfort hash tag and providing the name and location of the retailer, individuals will be entered to win the new iComfort mattress with a choice of the standard or adjustable base. Complete details and the Official Rules can be found at <http://on.fb.me/lc8PtF>.

"We're confident that the new iComfort Sleep System will give consumers many more reasons to love memory foam this summer," Gross added. "We want to hear what they think and give them a chance to share their experiences with others."

The new iComfort Sleep System is available at select Serta retailers across the United States. Retail prices range from \$1299 - \$2499 (Queen mattress plus standard foundation). Visit icomfortbyserta.com to find a retailer near you.

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 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 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. **Friend us [facebook.com/sertamattress](https://www.facebook.com/sertamattress) or follow us @sertamattresses.***