



**Contact:**

Kelly Rampson  
Serta International  
847-747-0460  
krampson@sertanational.com

**Serta and Ergomotion Announce Partnership to Produce the Serta® Motion Perfect Adjustable Foundation**

**Hoffman Estates, Ill. – March 20, 2009**– Serta International announced today a new partnership with Ergomotion, a Santa Barbara CA based adjustable bed manufacturer, to produce the Serta® Motion Perfect Adjustable Foundation.

“The Serta Motion Perfect Adjustable Foundation is designed to appeal to a new generation of consumers that may not have considered an adjustable foundation before,” says Bob Malin, Vice President of Licensing for Serta. “Today’s consumers are concerned about health and wellness; but they also want advanced features and an aesthetic appeal. This new Serta adjustable foundation delivers all of this.”

Among the advanced features are a pre-set zero gravity position, a massage option with varying levels of intensity and a wireless or wired backlit remote. Additionally, the fit and finish make it look like a traditional box spring so no one other than the purchaser has to know it is an adjustable base.

“Serta retailers can now offer a Serta-branded power foundation that will promote Serta mattress sales while delivering more profit to their bottom line,” says Kelly Clenet, President of Ergomotion. “We are proud to partner with Serta to offer this exciting new program to Serta’s retail partners.”

For additional information about the Serta Motion Perfect Adjustable Foundation, please call 805-622-3151. For additional information about Ergomotion, please visit [www.ergomotion.us](http://www.ergomotion.us).

***Images of the Serta Motion Perfect Adjustable Foundation (shown with a Serta Memory Foam Mattress).***



*To obtain an electronic copy of these images, please contact Kelly Rampson.*

## **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) <<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.

## **About Ergomotion**

Ergomotion is a Santa Barbara-based innovator in the adjustable foundation industry. The company provides high quality adjustable power bases to leading retailers and manufacturers domestically and internationally. The creative, engineering and aesthetic force behind the company is Alain Clenet. Mr. Clenet was previously on design teams for BMW, Toyota, GM, Ford, Chrysler Jeep, and his own automobiles from Clenet Coachworks. It is the company's philosophy to continue to build attractive, quiet and reliable power bases that deliver health and comfort benefits to the discerning consumer.