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Dreams Come True for Two Breast Cancer Survivors

Serta announces winners of Counting Sheep for the Cure Bedroom Makeover contest

Hoffman Estates, Ill – March 6, 2008 – Last October, Serta invited all those who have been touched by breast cancer to share their stories with the world, for the chance to win a \$10,000 bedroom makeover outfitted by celebrity home designer Thom Filicia of Bravo’s “Queer Eye for the Straight Guy” and Style Network’s “Dress My Nest.”

Now, two winners have been chosen to receive the bedrooms of their dreams.

Tracy Marklein of St. Louis, Mo., and **Sherri Burmester of St. George, Utah**, have each been selected for their inspirational and uplifting essays on their experiences as breast cancer survivors. Needless to say, the winners are ecstatic at their chance to meet Thom Filicia, and Filicia is thrilled to design their much-deserved bedroom sanctuaries.

“I wanted to honor these special women by designing a space that would not only be beautiful but would bring them comfort and support,” said Filicia. “This cause is extremely important to me, and I’m glad I can celebrate their fight by designing new bedrooms that reflect their new beginnings.”

Since 2005, Serta has donated nearly \$900,000 to Susan G. Komen for the Cure to support Komen’s promise to save lives and end breast cancer forever. By honoring these two special survivors, Serta wants to bring optimism and hope to all those touched by breast cancer.

“To further our commitment to the cause, we wanted to give people the opportunity to reflect upon the individuals who have risen above breast cancer and have been sources of inspiration to all,” said Kelly Rampson, Serta’s director of marketing. “We look forward to giving the gift of comfort to these two very deserving women.”

Not only will the winners be receiving a newly designed bedroom, but Serta will be pledging \$5,000 in each winner’s name to Susan G. Komen for the Cure. Serta will also deliver to each winner the Serta mattress of their choice, making sure their new bedrooms are as comfortable as they are stylish.

Winning essays and additional information on Serta's partnership with Komen are available at http://www.serta.com/media_home.php.

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. 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.

Headquartered in Hoffman Estates, Illinois, Serta has 24 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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