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**Comfortably Ever After: Vera Wang by Serta® Launches
New National Print Advertising Campaign**

Hoffman Estates, Ill. – April 17th, 2009– Serta International and Vera Wang are launching a new national print advertising campaign to support the popular Vera Wang by Serta mattress collection. The new print ad will appear in various shelter and bridal magazines throughout 2009.

“Bridal and shelter magazines are a natural way for us to reach our target audience,” says Maria Balistreri, Vice President of Brand Management for Vera Wang by Serta. “This new print campaign will continue to grow brand awareness for Vera Wang by Serta while helping our retail partners drive more store traffic.”

The tagline and theme of the new campaign is ‘Comfortably Ever After’, which is an evolution from the previous ‘Life is But a Dream’ print campaign. Using world-class photography and talent in a light, romantic setting reinforces the message that the leading brands Serta and Vera Wang have come together to create a comfortable, luxurious and stylish mattress collection.

Liz Von Hoene, a renowned photographer with an inviting, fresh and modern style, did the photography for the ad. True to the high fashion concept of the Vera Wang brand, the shoot took place in a unique four-story townhouse in Manhattan’s Gramercy neighborhood. Its elegant architecture and natural light created the perfect backdrop for the modern beauty of the Vera Wang by Serta Mattress.

“The essence of the Vera Wang brand is captured beautifully in this new print ad,” says Laura Lee Miller, President of Licensing at Vera Wang. “We are thrilled to celebrate the third anniversary of our successful partnership with Serta by launching this new advertising campaign for the Vera Wang mattress collection.”

The new “Comfortably Ever After” print ads can be seen in upcoming issues of *Brides*, *Town and Country*, *House Beautiful*, *Elle Décor*, *Real Simple*, *Traditional Home*, *In Style* and other various bridal and shelter magazines throughout the year.

Vera Wang by Serta mattresses are available at fine retailers across the country. Visit www.serta.com/vw for more information.



The new 'Comfortably Ever After' print ad. For a higher resolution image, 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>>. 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 Vera Wang

Vera Wang Group designs, markets and distributes collections of women's ready-to-wear, Lavender Label, bridal and maids apparel under the Vera Wang name. Vera Wang Licensing LLC, the licensing division of the company, has selectively granted licenses for the manufacture and distribution of fragrance and beauty-related products (Coty Prestige, Inc.), eyewear (Couteur Designs, a division of the Kenmark Group), china, crystal, silver and gifts (Wedgwood), Vera Wang suite (Halekulani Hotel), fine papers (William Arthur), shoes (Brown Shoe, Inc.), mattresses (Serta Mattress Company) and flowers (FTD.com). In addition, *Vera Wang on Weddings* was published by Harper Collins in 2001. In 2007, the company partnered with Kohl's to launch Simply Vera Vera Wang. For more information on Vera Wang, please visit the company's website at www.verawang.com.