



VERA WANG

Press Release

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For Immediate Release

Vera Wang and Serta Introduce the Vera Wang by Serta Serenity Collection

Hoffman Estates, Ill. (April 23, 2007): For the ultimate in relaxation and rejuvenation, world-renowned designer Vera Wang has expanded her popular mattress offering to include the Vera Wang by Serta Serenity Collection, a new specialty mattress collection now available at all fine mattress retailers.

Featuring Talalay latex and memory foam technology, this collection is designed for the customer looking for a natural alternative to the traditional innerspring mattress. Inspired by Vera Wang's bridal collection, the luxurious knit fabric is quilted with a triple flower design and enhanced with aloe vera to stimulate the feeling of well-being.

Introductory price point models feature a memory foam elastic core designed to relieve pressure points and reduce motion transfer. These beds also feature Smart Fabric technology by Outlast which reacts to body heat to balance temperature swings that cause restless nights. This space-age technology creates a cooler sleeping surface and reduces tossing and turning.

Premium models feature a 100% Talalay latex comfort core conforms to the body to keep the spine aligned and reduce tossing and turning, resulting in a healthier, more restful sleep. Naturally anti-microbial and hypoallergenic, Talalay latex also provides more pressure relief and a cooler sleeping surface. Each bed also features extra-firm latex side panels to provide a firmer

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seating edge and Embraceable Comfort, a luxurious down-like blanket of comfort built into every Vera Wang by Serta mattress.

Suggested retail prices for the Vera Wang by Serta Serenity Collection range from \$999 to \$2,999.

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. 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 25 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 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), fine jewelry (Rosy Blue Fine), Vera Wang suite (Halekulani Hotel), fine papers (William Arthur), intimate apparel (Charles Komar & Sons) and mattresses (Serta Mattress Company). In addition, *Vera Wang on Weddings* was published by Harper Collins in 2001. In 2007, the company partnered with FTD.COM to launch Vera Wang Flowers. For more information on Vera Wang, please visit the company's website at www.verawang.com.

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