



Press Release

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For Immediate Release

Serta Selects Winners of the 75 Carats of Diamonds Giveaway

Serta has officially selected the winners of the "75 Carats of Diamonds" sweepstakes that ran during the 4th Quarter of 2006. During the sweepstakes period, consumers were invited to visit a participating retailer and take the Serta Comfort Test. After completing the Comfort Test, consumers received a unique code that allowed them to enter online or via mail for a chance to win one of eighteen beautiful pieces of diamond jewelry. Serta ran the event in honor of their 75th "diamond" anniversary, which they celebrated throughout 2006. Prizes range from a diamond bracelet valued at \$6,600 to a 23-carat diamond necklace worth \$40,500.

Over 31,000 consumers took a Serta "Comfort Test" and entered for their chance to win.

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Congratulations to the winners:

- o PRIZE 1: Margie O’Brien, Reading, PA – Sleepy’s
- o PRIZE 2: Olivia Lau, Fresh Meadows, NY - Levitz
- o PRIZE 3: Joyce Tripp, Frederick, MD – Mattress Warehouse Outlet
- o PRIZE 4: Ezequiel Rotstain, New York, NY – Sleepy’s
- o PRIZE 5: Debra Beranich, Lena, MS – Cowboy Maloney Flowood
- o PRIZE 6: Connie McKay, Florence, SC – Haverty’s
- o PRIZE 7: Sarah Dimonde, Lafayette, LA – Mattress Direct
- o PRIZE 8: Damond Fenning, Duson, LA – Mattress Direct
- o PRIZE 9: Tracie Burns, Alamogordo, NM – Holloman Air Force Base
- o PRIZE 10: Jeanne Gentile, Glenshaw, PA – Mattress Discounters
- o PRIZE 11: Tom Schon, Ft. Lauderdale, FL – Baer’s
- o PRIZE 12: Sharlene Teague, Camarillo, CA – Designer Bedrooms
- o PRIZE 13: Michalene Lehman, South Park, PA – Mattress Discounters
- o PRIZE 14: Lisa Tarlip, Prescott Valley, AZ – Marler’s Furniture Store
- o PRIZE 15: Elizabeth Draper, Mercersburg, PA – Harmon’s Furniture
- o PRIZE 16: Elaine Janiga, Humble, TX – Star Furniture
- o PRIZE 17: Mary Asma, Covington, VA – Mattress Warehouse
- o PRIZE 18: Phyllis Carpenter, Gardnerville, NV – America’s Mattress

Prize No	Prize Description
1	Blue Sapphire 3.43 carats with 1.77 carats of diamonds set in platinum ring
2	Emerald 2.06 carats with 3.21 carats of diamonds set in platinum ring
3	4.81 carats of diamonds set in 18K white gold necklace
4	22.55 carats of diamonds set in 14K white gold necklace
5	1.77 carats of diamonds set in 14K white gold bangle bracelet
6	2.72 carats of diamonds set in 18K white gold ring
7	Tanzanite 8.85 carats with 3.05 diamonds set in 18K white gold ring
8	7.35 carats of diamonds set in 14K white gold tennis bracelet
9	6.59 carats of diamonds set in 14K white gold bracelet
10	1.10 carats of diamonds set in 14K yellow gold ring
11	3.39 carats of diamonds set in 14K yellow gold bracelet
12	Ruby 2.50 carats with 2.0 carats of diamonds set in 18K yellow gold ring
13	2.73 carats of diamonds set in 18K yellow gold bangle bracelet
14	4.45 carats of diamonds set in 18K white gold earrings
15	2.51 carats of diamonds set in 18K white gold pendant necklace
16	2.01 carats of diamonds set in 14K white gold stud earrings
17	1.00 carat center diamond set with .71 carats of diamonds in platinum ring
18	1.01 carat center diamond D-VS2 set with .44 carats of diamonds in platinum ring

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.

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