



For Immediate Release

California Nurse and Cancer Survivor wins Counting Sheep for the Cure™ Mattress Giveaway

Hoffman Estates, Illinois – December 18, 2006 -- If anyone needs a good night's rest, or in her case, a day's rest, it's Desert Hot Springs, California resident Elsie Palomares, a nurse who works nights for Maxim Health Care. Thanks to Serta, she is enjoying sweet dreams on a new pink and white Vera Wang by Serta mattress and box spring worth \$1299 that she won through the Counting Sheep for the Cure pink mattress giveaway.

A cancer survivor herself, Palomares, lost her sister-in-law to breast cancer three years ago. When she saw an ad about the Counting Sheep for the Cure pink mattress giveaway while on the Internet, the breast cancer angle caught her attention. She entered at www.serta.com, never thinking she would win.

Palomares, whose nursing career spans 46 years, has worked the graveyard shift for the past 20 years. "I don't like to be inside when the sun is shining," she explains. As a result, she doesn't sleep much, netting only 3 hours at a time in twice-a-day naps. But her new Serta mattress has made those hours far more comfortable. "It's like sleeping on a cloud," she says, "like someone's hugging you at night."

The Counting Sheep for the Cure campaign is part of Serta's support for the Susan G. Komen Breast Cancer Foundation. In 2006, Serta donated \$290,000 to the Foundation and partnered with renowned fashion designer Vera Wang to create pink and white mattresses in honor of the foundation's efforts. Serta also offered pink Counting Sheep plushies to customers who purchased beds at participating retailers.

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 26 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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