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Press Release

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SLEEP OUTFITTERS CELEBRATES 25TH ANNIVERSARY WITH NEW SHOWROOM IN WHEELING, WEST VIRGINIA

Winfield, WV October 20, 2008 – Officials at Innovative Mattress Solutions, LLC announced the opening of its new retail showroom in the Wheeling area located in the Cabela Highlands shopping complex. The showroom will operate under the Sleep Outfitters™ name and will give the company seventy-five locations throughout Ohio, West Virginia, Kentucky and Indiana.

Kimberly Brown-Knopf, president of Innovative Mattress Solutions, LLC, indicated the move was a positive for the company and the region. The company has experienced a great deal of growth and expansion in the past two years. Founded in 1983 in Charleston, West Virginia, Innovative Mattress Solutions, operating under the names Sleep Outfitters and Mattress Warehouse™ had grown to 20 locations throughout Ohio, West Virginia and Kentucky by 2003. By early 2004, through a series of three acquisitions, the company had virtually doubled in size and expanded their presence in those states. "We now operate in a four state area and employ over 300 people in sales, operations and corporate support functions," continued Knopf.

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Sleep Outfitters OPENS NEW LOCATION

The new TM showroom features a large selection of name brand mattress sets from Sealy, Serta, Stearns & Foster, Spring Air, Simmons and Tempur-Pedic. In addition to a large selection of traditional, innerspring mattresses, the company also carries many new and innovative sleep systems including latex foam and visco-elastic foam. Sleep Outfitters will also offer complete beds, electric adjustable beds, and bedding accessories.

Mattress Warehouse-Sleep Outfitters has been nationally recognized with several awards from the home furnishings industry – namely the “West Virginia Sealy Dealer of the Year” for several years running. In addition, Kim Knopf was recognized as an Ernst & Young, “West Virginia Entrepreneur of the Year” nominee in 1995, as well as being a profiled Young Gun for West Virginia Executive Magazine in 2000.

Sleep Outfitters will celebrate their opening with a ribbon cutting on November 6th beginning at 3:00 P.M. Afterwards, the company will host a Sleep Fair with area health professionals who will educate customers on the benefits of healthy sleeping habits. Dr. Emil Nardone, of Nardone Chiropractic Center, Paula Eddy a licensed Massage Therapist will be available to answer questions for customers that may be experiencing sleep problems. Bath and Body Works will be attending to let customers sample their new Sleep product line.

Sleep Outfitters also has locations in New Martinsville and Moundsville, West Virginia. The Wheeling store is located at 504 Cabela Drive, Tridelpia, West Virginia.

More information can be obtained on the web at www.sleepoutfitters.com.

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