



Company Overview: Sleep Number. Know Better Sleep^(SM)

Based in Minneapolis, Sleep Number is the world leader in sleep innovation. For more than 25 years, the company has developed sleep innovations that provide customers with unparalleled and individualized sleep experiences, including exclusive sleep products, service and brand experiences.

From the Sleep Number[®] bed – which adjusts to every individual's sleep needs – and the SleepIQ Kids[™] bed, a new smart bed for smart kids, to exclusive FlexFit[™] adjustable bases and the innovative DualTemp[™] layer, Sleep Number is at the forefront of sleep innovations.



General Information

- Sleep Number is a consumer-driven innovation company with technology as the differentiator.
- Sleep Number mattresses adjust to the ideal level of comfort, firmness and support that's right for each individual's sleep needs, on both sides of the bed (Sleep Number[®] setting). There are four series of Sleep Number beds to choose from, including Classic, Performance, Memory Foam and Innovation.
- The Sleep Number x12 bed, probably the best bed in the world, provides the ultimate sleep experience.
- Sleep Number's SleepIQ Kids Bed, a smart bed for smart kids, is the only bed in the world that adjusts with children as they grow.
- SleepIQ[®] technology is available on all Sleep Number beds, offering customers the individualized knowledge to adjust for their best sleep. There is nothing to wear or turn on. All you need to do is sleep.
- All Sleep Number beds are available in standard mattress sizes, ranging from Twin to California King and the exclusive FlexTop[™].
- Sleep Number FlexFit adjustable bases offer the ultimate individual adjustability with the feeling of togetherness.
- Sleep Number offers an extensive, exclusive bedding collection line to further enhance the sleep experience, including Sleep Number's DualTemp layer, pillows, sheets, comforters, mattress pads and fashion bedding.
- Sleep Number is a vertically integrated U.S. company, operating as both the retailer and manufacturer.
- The company's 3,000 sleep professionals are dedicated to life-long relationships with customers and are passionate about improving customers' lives by individualizing their sleep experiences.
- Sleep Number's proprietary products are available exclusively at more than 460 company-owned Sleep Number stores across the United States and at sleepnumber.com.

Awards

- The SleepIQ Kids bed was unveiled at the 2015 International Consumer Electronics Show (CES) where it received multiple awards, including:
 - 2015 CES Innovations Awards: Home Appliances
 - Gotta Be Mobile's Excellence Award CES 2015: Best New Tech of the Year
 - Digital Trends' Top Tech of CES 2015 Award Nominee
- In 2014, several entities recognized Sleep Number for its innovative products, including:
 - 2014 CES Innovation Awards: Home Appliances and Health and Fitness categories (x12 bed)
 - Engadget Finalist for Best of CES award (x12 bed)
 - USA Today Editors' choice Awards: Connected Home (x12 bed)
 - Good Housekeeping 2014 Very Innovative Product Awards (DualTemp)
 - Named Best of, Top Rated Adjustable Air, Best for \$800 or less, Best for Couples and Best for Back Support by a leading national consumer magazine

For more information, visit www.sleepnumber.com