



## **SLEEP NUMBER MAKING DREAMS COME TRUE WITH OVER \$100K IN COLLEGE SCHOLARSHIPS** *Celebrates Launch of the SleepIQ Kids Bed, Kicks-off Back-to-School Season*

**MINNEAPOLIS** – (July 20, 2015) – Sleep Number, the sleep innovation leader whose mission is to improve lives by individualizing sleep experiences, is helping make kids' college dreams come true. In celebration of its new SleepIQ Kids™ bed, which is available today in all Sleep Number® stores and online, the company is launching a contest to give away six college scholarships and six SleepIQ Kids beds.

“At Sleep Number, we believe better sleep is the ultimate school supply because well-rested kids are more confident and do better in school, sports and in life,” said Shelly Ibach, president and CEO, Select Comfort. “To help kids reach for the stars, SleepIQ technology gives parents knowledge about how their kids are sleeping, and empowers them to make adjustments for a better night's sleep. Our new SleepIQ Kids bed will help kids' sleep well tonight, and dream big for tomorrow with our scholarship contest.”

### **SleepIQ Kids Scholarship Contest**

To help parents achieve their kids' dreams, Sleep Number is hosting a contest at all Sleep Number stores, and will award six kids with a college scholarship and a SleepIQ Kids bed – total prize value is \$134,000.

Families can visit a Sleep Number store to find their Sleep Number® setting and learn how a better night's sleep helps kids succeed. Depending on their age, children will either draw a picture or write an essay about why sleep is important to them and how it helps them achieve their dreams.

After visiting the Sleep Number store, parents will receive a special code and Web address to submit their child's entry online; a piece of artwork (for ages 4-9) or 200-word essay (for ages 10-14). Contest-entry details are available July 31. To find a Sleep Number store, visit [SleepNumber.com](http://SleepNumber.com).

### **Smart Bed for Smart Kids™**

Previously announced at the 2015 International Consumer Electronics Show, the award-winning [SleepIQ Kids bed](#) is a smart bed for smart kids and the only bed that adjusts with kids as they grow. Using effortless technology, it combines individualized sleep knowledge and adjustability to empower parents and children to achieve their best possible sleep. There's nothing to wear or turn on – all kids have to do is sleep.

The SleepIQ Kids bed features eight smart solutions that improve sleep for both parents and children:

- **Family Connected, Sleep Perfected<sup>SM</sup>:** The SleepIQ® technology dashboard lets you see how the whole family is sleeping. Powered by [Bam®-Labs](#), SleepIQ tracks your sleep and helps you optimize it.
- **Know the comfort they're getting:** The bed adjusts and grows with them; they can adjust the firmness of the bed for comfort and support – their Sleep Number setting.
- **Lifts them up when they're down:** Head-tilt feature is for reading in bed or comforting stuffy heads.
- **No more kiddos jumping out of bed:** Alerts you when your child is out of bed or restless.
- **Stars for young dreamers:** Make bedtime fun again with rewards for good sleep.
- **Night bright, night light:** You can turn lights off remotely – when they're sleeping tight.
- **Twinkle, tinkle:** Soft under-bed light guides them when they get up during the night.
- **Monsters be gone!:** Sleepyheads rest easy with a fearless monster detector.

With the introduction of the SleepIQ Kids bed, now the entire family can have the best sleep of their life each night – and prove it – because new research shows that SleepIQ significantly improves sleep quality.

The SleepIQ Kids bed is available in Twin, Full or Queen sizes, and starts at \$799.99 for a k1 Twin mattress. If you want to know better sleep, visit Sleep Number stores nationwide or [Sleepnumber.com](http://Sleepnumber.com).

### **About Select Comfort Corporation**

SLEEP NUMBER, a sleep innovation leader, delivers unparalleled sleep experiences by offering high-quality, innovative sleep products and services. The company is the exclusive designer, manufacturer, marketer, retailer and servicer of a complete line of Sleep Number® beds including its newest addition, the SleepIQ Kids™ bed. Only the Sleep Number bed offers [SleepIQ® technology](#) – proprietary sensor technology that works directly with the bed's DualAir™ system to track and monitor each individual's sleep.

SleepIQ technology communicates how you slept and what adjustments you can make to optimize your sleep and improve your daily life. Sleep Number also offers a full line of exclusive sleep products including FlexFit™ adjustable bases and Sleep Number® pillows, sheets and other bedding products. Consumers also benefit from a unique, value-added retail experience at one of the more than 460 Sleep Number® stores across the country, online at SleepNumber.com, or via phone at (800) Sleep Number or (800) 753-3768.

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