



## PRESS RELEASE

Contact: Jennifer Sylvain Hiltz  
TEMPUR-Canada  
1807 Wonderland Rd. N  
London, Ontario N6G 5C2  
Tel: (519) 660-4154  
Fax: (519) 679-4793  
www.tempurpedic.ca

**FOR IMMEDIATE RELEASE**

### **TEMPUR-Canada awards a \$5,000 prize with the “Love Your Tempur-Pedic®” contest!**

**London, ON – June 11, 2008** – TEMPUR-Canada, the Canadian distributor of Tempur-Pedic® Swedish Mattresses and Pillows™ is excited to announce Kathleen Nightingale of Pitt Meadows, British Columbia as the Grand Prize winner of a \$5,000 travel gift certificate in the recently completed “Love Your Tempur-Pedic” consumer contest. The “Love Your Tempur-Pedic” contest took place from February 4, 2008 through March 2, 2008.

In the upcoming weeks, a representative from TEMPUR-Canada will present Kathleen with her grand prize at Sleep Shop in Maple Ridge, British Columbia, the location where she picked up the ballot.

To participate in the *Love Your Tempur-Pedic* contest, consumers visited a participating Tempur-Pedic retailer and filled out an entry form, telling us why they would Love a Tempur-Pedic® Swedish Mattress.

*“Promotions such as the ‘Love Your Tempur-Pedic’ contest provide a great opportunity to determine what Canadians are looking for in a good night’s sleep. Most Canadians, when asked why they would Love a Tempur-Pedic Swedish Mattress, said they would Love a Tempur-Pedic Swedish Mattress to eliminate or help reduce the aches and pains they feel every morning. TEMPUR’s unique formula senses your body temperature and displaces your weight evenly over the surface of the mattress, improving circulation and allowing your blood to flow more freely. TEMPUR conforms to all shapes and sizes, providing you and your partner with the ultimate sleep”.*

~ Rose-Ann Nathan – Vice President – TEMPUR-Canada~

#### **About Tempur-Pedic®**

Initially developed at NASA’s Ames Research Center in the early 1970’s, the original material was designed to relieve the pressure experienced by astronauts during lift-off. The TEMPUR formula was then utilized to produce a hospital mattress to aid in the prevention and healing of pressure sores. The dramatic improvement in pressure relief, comfort and sleep quality experienced by individuals in hospitals and patient homes lead to the distribution of Tempur-Pedic products into the retail market. Today, TEMPUR is found in millions of bedrooms and hospital rooms worldwide.

The Tempur-Pedic product line is the fastest growing specialty bedding line in the world and is distributed in over 70 countries. TEMPUR-Canada began marketing the product line in September 1996, and is ranked by Tempur-Pedic International Inc. as one of the top distributors worldwide. In December 2003, Tempur-Pedic International Inc. was listed on the New York Stock Exchange.

For more information about Tempur-Pedic visit [www.tempurpedic.ca](http://www.tempurpedic.ca) or call 1-800-887-4321. For more information about Tempur-Pedic Medical products visit [www.tempurpedicmedical.ca](http://www.tempurpedicmedical.ca) or call 1-800-887-4321.