



## PRESS RELEASE

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**FOR IMMEDIATE RELEASE**

### **TEMPUR Canada awards \$10,000 Trip to Sweden in their “Swedish Dreams” Consumer Contest!**

**London, ON- January 8, 2008** – TEMPUR Canada, the Canadian distributor of Tempur-Pedic® Swedish Mattresses and Pillows™ is excited to announce Bob Freer of London, Ontario as the Grand Prize winner of a \$10,000 trip to Sweden in their recently completed *Swedish Dreams* consumer contest. The *Swedish Dreams* contest took place from April 1 through October 31, 2007 at over 300 retailers nationally and drew nearly 10,000 ballot entries.

On Wednesday, January 9<sup>th</sup> at 11:00 am, representatives from TEMPUR Canada and Her Worship Mayor Anne Marie DeCicco-Best will present Bob with his grand prize at the TEMPUR Canada Head Office in London, Ontario.

*“TEMPUR Canada is pleased to offer exciting promotions to both our consumers and our dealers throughout the year. We believe that contests and promotions help strengthen our brand with Canadians while creating a value-added experience that our dealers can pass on to their customers. We are pleased to have such an excited Grand Prize winner in this successful contest and we look forward to future contests and promotions in 2008!”*

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

TEMPUR Canada is proud to call the *Forest City* home to its national operations. Employing over 70 workers from London and area, TEMPUR Canada is excited to be part of the strong growth that the community is experiencing, and looks forward to years of success in both local and national markets.

#### **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.