

Sleep Number Earns J.D. Power Award, Ranking #1 in Customer Satisfaction with Mattresses Purchased In-store

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Sleep Number takes highest spot in customer satisfaction with mattresses purchased in-store, and named top brand for price, variety of features and warranty

MINNEAPOLIS--(BUSINESS WIRE)-- Today, **Sleep Number Corporation** (Nasdaq: SNBR), a wellness technology leader, announced it earned the highest position in the J.D. Power 2023 U.S. Mattress Satisfaction Study for mattresses purchased in-store. Sleep Number was named first in terms of price, variety of features and warranty factors. This award marks the fourth time Sleep Number has received this distinction by J.D. Power.*

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“We are honored to be named America’s No. 1 brand for customer satisfaction with mattresses purchased in-store,”

said Shelly Ibach, Chair, President and CEO, Sleep Number. “Our mission-driven sleep professionals in our 650 stores are the lifeblood of our company. This recognition is a testament to the exceptional customer experience our team delivers and the life-long relationships they build with our Smart Sleepers, who benefit from our smart bed’s high quality of sleep.”

Sleep Number has improved more than 15 million lives through its individualized sleep solutions. The company’s smart beds allow each sleeper to choose their ideal level of firmness, their Sleep Number® setting. The beds then use artificial intelligence (AI) and digital technology to automatically adjust, keeping both sleepers comfortable and helping them achieve their best sleep every night. Additionally, every Sleep Number® smart bed, which start at

\$1,099 to accommodate every budget, helps alleviate temperature challenges by cooling up to eight times faster.** The Climate360® smart bed actively cools or warms up to 13 degrees on either side for your ideal sleep temperature.*** Plus, 94% of Sleep Number smart bed sleepers report better sleep quality versus a non-smart bed.†

“Our shopping experience is centered on giving each customer their best sleep night after night; we are very proud of this recognition,” said Kevin Brown, EVP and Chief Marketing Officer, Sleep Number. “This connected experience, from digital to in-store, prioritizes one-on-one connections between our sleep professionals and customers to support them in choosing the right solution for their individual needs and budget. The combination of next level features like individualized comfort, temperature, and personalized insights, available in all our smart beds across various price points, and our award-winning customer experience, continue to set us apart.”

J.D. Power is a global leader in consumer insights, advisory services and data and analytics. A pioneer in the use of big data, AI and algorithmic modeling capabilities to understand consumer behavior, J.D. Power has been delivering incisive industry intelligence on customer interactions with brands and products for more than 50 years. The world’s leading businesses across major industries rely on J.D. Power to guide their customer-facing strategies.

For J.D. Power 2023 award information, visit [jdpower.com/awards](https://www.jdpower.com/awards). To learn more about Sleep Number, visit [sleepnumber.com](https://www.sleepnumber.com) or one of our **650 stores**.

*Sleep Number received the highest score in the J.D. Power 2015, 2016 and 2018 Mattress Satisfaction Reports of customers’ satisfaction with their mattress and among mattresses purchased in-store in the J.D. Power 2023 U.S. Mattress Satisfaction Study, which measures customers’ satisfaction with their mattresses purchased in-store.

**Based on third-party testing of our ceramic infused foam vs a leading performance foam.

***Based on the range of maximum active cooling and heating in independent microclimates on the Climate360®.

†Based on self-reported data from 90 incentivized, first-time users 3/23-6/23; 6 weeks with smart bed features disabled, then 6 weeks enabled.

About Sleep Number Corporation

Sleep Number is a wellness technology company. Our purpose is to improve the health and wellbeing of society through higher quality sleep. Our innovations have improved 15 million lives, and our 23 billion hours of longitudinal sleep data informs research with global health institutions.

Sleep Number’s smart bed ecosystem drives best-in-class engagement through dynamic, adjustable, and effortless sleep with personalized digital sleep and health insights. Our millions of Smart Sleepers are loyal brand advocates. The company’s nearly 5,000 mission-driven team members passionately innovate to drive value creation through our vertically integrated business model, which includes exclusive direct-to-consumer selling in over 650 stores and online.

To learn more about life-changing, individualized sleep, visit a Sleep Number store near you, our **newsroom** and **investor relations** sites, or **SleepNumber.com**.

Julie Elepano

Sleep Number Public Relations

Julie.Elepano@sleepnumber.com

Nichole Teixeira

Sleep Number Public Relations

Nichole.Teixeira@sleepnumber.com

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