

Sleep Number Honors World Menopause Day with Hot Flash Sale, New Innovations from Temperature Research to Enhance Women’s Wellbeing and Their Partners

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Sleep Number’s Hot Flash Sale Oct 18 - 21 includes the brand’s science-backed cooling smart beds and other temperature relieving products that keep sleepers comfortable all night

New Sleep Number data finds menopause negatively impacts sleep quality, with nearly 70% of all women with menopause symptoms saying their symptoms were moderate to severe

MINNEAPOLIS--(BUSINESS WIRE)-- In celebration of World Menopause Day on October 18, **Sleep Number Corporation** (Nasdaq: SNBR), announced a “Hot Flash Sale” to help raise awareness of the important link between temperature, menopause and sleep, and the crucial need to improve the sleep quality of those experiencing menopause. The Hot Flash Sale features special offers on the brand’s complete portfolio of innovations dedicated to tackling the temperature fluctuations that sleepers face. As a women-led company, Sleep Number is committed to supporting women’s health through all stages and improving the health and wellbeing of society through higher quality sleep. In fact, the brand’s latest temperature research investigates the link between sleep and menopause. The results validated that menopause symptoms negatively impact sleep quality, and nearly 90 percent of research respondents experiencing menopause or perimenopause sweat at night. World Menopause Day is held annually to raise awareness, break the stigma and highlight the support available for improving the wellbeing of those experiencing menopause.

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The “Hot Flash Sale” includes the following Sleep Number ®

and sleep, and the crucial need to improve the sleep quality of those experiencing menopause. (Photo: Business Wire)

temperature innovations:

- Save 10% on the new

ClimateCool™ smart bed : On sale for the first time since its introduction on October 1, the ClimateCool smart bed actively cools and effortlessly adjusts to both sleepers – ideal for couples with different sleep needs and preferences. In addition to featuring adjustable firmness on each side, the new ClimateCool smart bed delivers cooling relief for each sleeper by actively drawing warm air away from their body to support their ideal climate. Designed to support women and their partners by addressing temperature issues such as night sweats, the ClimateCool smart bed cools up to 15 degrees on each side of the bed for each sleeper's ideal sleep temperature* and cools up to 20 times faster than a leading competitor.** Plus, it features scientifically backed cooling programs, developed in partnership with research conducted at the Feinberg School of Medicine at Northwestern University. The programs are designed to provide deeper, more comfortable sleep.

- Save 20% on the **Climate360® smart bed** : The Climate360 smart bed is the only smart bed that actively cools, warms and effortlessly responds to both sleepers.*** Sleepers can adjust their individual sleeping temperature up to 30° and sleep up to 15° cooler or warmer on their side of the bed. † Plus, Sleep Number data show that Climate360 smart bed sleepers get up to 44 minutes more restful sleep per night. ‡
- BOGO Free **True Temp™ pillows** : Sleep Number's temperature balancing pillow, available in three shapes and two sizes to support all sleeping positions, continuously adapts throughout the night to keep sleepers comfortable. The pillow's unique active-particle technology attracts and removes moisture vapor to resist heat and humidity buildup and boasts a cool-to-the touch cover. Sleepers can take the **PillowFit® quiz** to find their perfect pillow size and shape.
- 25% off all **True Temp™ bedding** : Sleep Number's exclusive True Temp bedding features **37.5® technology**, made from volcanic sand particles that are activated by infrared light given off by the body while sleeping. They work to move heat and moisture away when the sleeper is hot. When cool, they hold their energy to help warm the sleeper. The collection includes the temperature balancing **True Temp Sheet Set, True Temp Blanket, True Temp Mattress Layer, True Temp Weighted Eye Mask** and more.
- 20% off **DualTemp® layer** : Available for each side of the bed and for any brand of mattress, the DualTemp layer provides cooling and heating with multiple temperature settings through active airflow.

Sleep Number's Hot Flash Sale is October 18 through October 21 at sleepnumber.com and **Sleep Number® stores**

Menopause and women's health are critically underserved areas in scientific research. Sleep Number's latest temperature research explored the link between sleep quality, temperature and menopause. In surveying Sleep Number's Sleep Science Panel, a total cohort of almost 500,000 Smart Sleepers who have opted to participate in the brand's ongoing sleep science research, female respondents ages 35 – 54 who experience moderate to severe menopause symptoms shared that menopause negatively impacts their sleep quality. The survey, which yielded

responses from more than 10,550 Smart Sleepers, also revealed that nearly 90 percent of female respondents experiencing menopause or perimenopause suffer from hot flashes.

The company addresses chronic menopause issues through new innovations, research and strategic partnerships. By focusing on the unique sleep needs of women, especially during life stages like menopause, Sleep Number aims to deliver innovations that enhance wellbeing for women and their partners. The data collected found that:

- Over 50 percent of female respondents said menopause or perimenopause impact their quality of sleep somewhat or a lot.
- Eighty-nine percent of female respondents experienced hot flashes often or sometimes.
- Even sleepers who don't experience menopause sweat at night: 77 percent of women without menopause and 73 percent of men sweat at night.
- Female and male respondents ages 35 – 54 are most likely to experience night sweats (84 percent). Sweating at night decreases for respondents ages 55 – 74.
- Most women experiencing menopause or perimenopause have hot flashes and 59 percent rely on multiple treatments to alleviate symptoms, including:
 - Dietary/lifestyle changes (e.g., food choices, reducing alcohol, exercise, etc.): 31 percent
 - Natural supplements: 25 percent
 - Hormone replacement therapy: 23 percent
 - Other treatment(s): 5 percent
 - Not treating their symptoms: 41 percent
- Among women with menopause, 56 percent shared their temperature fluctuates during the night, while 35 percent are generally hot, five percent are generally cold and only four percent are just right.

Learn more about Sleep Number's research at sleepnumber.com/science.

*Based on the range of maximum active cooling in independent microclimates on the ClimateCool™

**Based on internal microclimate testing

***Based on use of temperature features and our proprietary Responsive Air® technology.

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

‡ Based on average SleepIQ® data 11/1/22 - 2/28/23 of Climate360® sleepers engaging with Sleep Number® setting, SleepIQ®, adjustable base and temperature settings vs. non-Climat360 sleepers who have certain of these features but did not similarly engage.

About Sleep Number Corporation

Sleep Number is a wellness technology company. We are guided by our purpose to improve the health and



wellbeing of society through higher quality sleep; to date, our innovations have improved nearly 16 million lives. Our wellness technology platform helps solve sleep problems, whether it's providing individualized temperature control for each sleeper through our Climate360® smart bed or applying our 29 billion hours of longitudinal sleep data and expertise to research with global institutions.

Our 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. And our 3,800 mission-driven team members passionately innovate to drive value creation through our vertically integrated business model, including our exclusive direct-to-consumer selling in nearly 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**.

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