

NEWS RELEASE

Sleep Number Introduces ComfortMode™ Mattress: Premium Comfort at an Affordable Price

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ComfortMode is the First in a New Line of Products Designed to Reach a Larger Segment of the Market by Building on Sleep Number's Industry-leading Firmness Adjustability

ComfortMode is Simple to Operate for Consumers Who Want Full Adjustability Without an App

MINNEAPOLIS--(BUSINESS WIRE)-- Sleep Number Corporation (Nasdaq: SNBR) today announces its newest product, **ComfortMode**, its most comfortable mattress at a sub-\$1,600 price point. ComfortMode delivers ultimate comfort with no app or connectivity required. The new bed is simple to operate, without compromising on the innovations consumers know and expect from Sleep Number, including firmness adjustability and temperature balancing benefits. Sleep Number is also launching a new adjustable base, designed to fit any bed frame, giving consumers the benefits of head and foot adjustability within their existing furniture.

Sleep Number launched ComfortMode, its most comfortable mattress at a sub-\$1,600 price point. The new bed features the technologies consumers know and expect from Sleep Number, including firmness adjustability, with no app or connectivity required. Available to purchase in store or at SleepNumber.com, starting on January 20, 2026.

ComfortMode and its accompanying adjustable base are the first new products in the company's simplified offering to deliver what consumers want

most - comfort, value, and durability. Together, ComfortMode and the new base are priced under \$3,000 and are designed to reach a new subset of consumers who may not have considered Sleep Number before. This new product will be the new entry point to the brand and complement the company's current product offerings.

"Today's consumer wants comfort and flexibility without compromise. ComfortMode, along with the new products

we are introducing later this year, reflects our commitment to meeting those expectations while driving innovation and growth,” said Linda Findley, Sleep Number’s President and CEO. “This new product was created in response to consumer requests for our unique adjustability in both app-enabled and non-app versions of the bed.

ComfortMode sets a new standard as the baseline for comfort across our mattress portfolio and delivers the luxurious feel of our premium mattresses at an approachable price, so more consumers can experience the lifechanging sleep of a Sleep Number bed.”

ComfortMode’s enhanced comfort layers, including a 3.5-inch top layer, provide added thickness and density for superior support throughout the night. The 10-inch mattress combines a premium profile with an upgraded cover that moves with the sleeper and instantly returns to its original shape, while its dual-layer construction helps reduce tossing and turning and durable custom foam offers body-contouring support for lasting comfort. In addition, temperature-balancing materials draw heat away for consistent, restful sleep.

Alongside ComfortMode, Sleep Number’s newest adjustable base is designed to fit within or under almost any existing bed frame. Traditional adjustable bases often need clearance beneath the frame to move or tilt, which limits compatibility. Sleep Number’s latest innovation allows the base to sit directly on the floor or inside the frame, including platform frames, so consumers can keep their current bed frame. And it includes consumer-favorite features like head and foot adjustability, Zero Gravity setting for back pain relief and underbed lighting.

“ComfortMode amplifies what sets Sleep Number apart—personalized comfort adjustability—and delivers a simpler experience that fits more people’s needs and budgets,” said Melissa Barra, Sleep Number’s EVP, Chief Product & Enterprise Strategy Officer. “This launch, the fastest in our company’s history, reflects our ability to listen to our consumers, adapt our development process, and deliver the superior innovation that consumers expect from Sleep Number. It is another step in expanding our addressable market, attracting new consumers, and driving our turnaround.”

ComfortMode and the new adjustable base will be available starting January 20 at **Sleep Number stores** nationwide and at **SleepNumber.com**. The queen bed starts at \$1,599 and includes a remote and a 100-night trial, while the adjustable base starts at \$1,399. Both products are FSA/HSA eligible.

About Sleep Number Corporation

Sleep Number® is the leader in personalized sleep wellness. Its mattresses do more than just last—they evolve. With adjustable firmness, pressure-relieving support and temperature balancing comfort built into every mattress, Sleep Number beds adapt to customers’ changing needs, night after night, year after year.

Backed by over 40 years of innovation, 1,000+ patents and patents pending, and billions of hours of sleep data,

Sleep Number has helped more than 16 million people achieve their best sleep. The fully integrated model ensures quality, durability, and care at every step—from design and craftsmanship to delivery and long-term support.

Sleep Number products are awarded the industry's top recognitions, including ranked #1 in customer satisfaction for mattresses purchased in-store and online, and #1 in comfort, by J.D. Power. In addition, the company is the Official Sleep + Wellness Partner of the NFL, marking a relationship that leverages player health data, team partnerships, and league-wide initiatives to amplify brand awareness and drive consumer engagement.

Sleep Number mattresses, bases, bedding, and furniture are available exclusively at its 600+ stores nationwide and online. To learn more, visit SleepNumber.com or **a store near you**.

Media Contact

Nichole Teixeira, Sleep Number Communications

nichole.teixeira@sleepnumber.com

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