

Sleep Number Introduces Health and Wellness Daytime Alertness Feature to Improve Overall Sleep Quality, Health and Wellbeing

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Advanced designs and effortless adjustability of new Sleep Number 360® smart beds provide real-time insights into achieving quality sleep to help you feel more alert during the day.

MINNEAPOLIS--(BUSINESS WIRE)-- **Sleep Number Corporation** (Nasdaq: SNBR), a leader in sleep health, innovation, science and research, announces **My Daytime Alertness**. Insights from this Sleep Number 360® smart bed feature, along with the brand's other wellness features, help sleepers continuously achieve higher quality sleep and improve their overall health and wellbeing.

This press release features multimedia. View the full release here:
<https://www.businesswire.com/news/home/20210414005530/en/>

SleepIQ technology now features My Daytime Alertness (Photo: Business Wire).

My Daytime Alertness was inspired by the trusted

Karolinska sleepiness scale, a measure of self-reported sleepiness and alertness. The new feature provides advanced, real-time insights that pair each sleeper's personal sleep data with self-reported information and sleep science. After waking up, each sleeper indicates how alert they feel using a sliding scale. From there, the response is paired with their sleep data and sleep science facts to provide a personalized tip for how to attain better quality sleep. The feature comes on all new Sleep Number 360 smart beds; current 360® smart bed sleepers can now enjoy My Daytime Alertness via an over-the-air update.

Sleep Number has leveraged and learned from over nine billion hours of sleep data gathered from over 1.2 billion

sleep sessions, generating comprehensive, longitudinal data at scale. Sleep Number's proprietary SleepIQ® technology is embedded into every 360 smart bed and automatically collects and analyzes billions of data points while conducting one of the largest real-world sleep studies every night.

The SleepIQ update also features simplified navigation, making it easier to access other wellness features such as Circadian Rhythm Insights, Heart Rate Variability and Monthly HealthIQ™ Wellness Reports.

"Guided by our resolute belief in the life-changing impact of quality sleep – and propelled by years of deliberate investments in sleep health innovations - our 360 smart beds continue to deliver increasing value to all of our smart bed sleepers," said Shelly Ibach, President and CEO, Sleep Number. "We are excited to offer this latest feature to connect quality sleep to daytime alertness as part of your individualized digital health insights."

New 360® Smart Bed Innovations

In addition to My Daytime Alertness, Sleep Number announced innovations to its 360 smart beds. The company uses intelligence gathered from its SleepIQ data to enhance the smart bed platform and conduct extensive research to understand consumers' needs. Using these insights, Sleep Number constantly advances its designs to help address some of the most significant sleep issues.

The latest 360 smart beds offer effortless adjustability, plus feature new, dynamic sleep surfaces for advanced breathability and help solve temperature challenges. Using Sleep Number's proprietary comfort index, and measured by Sleep Number's SleepIQ® score, each sleeper is at their most comfortable.

Based on analysis of over 25 million sleep sessions, Sleep Number research shows sleepers who routinely use their 360 smart bed features and SleepIQ technology can improve quality sleep by 15 minutes each night, totaling almost 100 hours each year.

"Our purpose is to improve the health and wellbeing of society through higher quality sleep," said Annie Bloomquist, Chief Innovation Officer, Sleep Number. "Our 360 smart beds and smart adjustable bases are designed and tested to be cutting edge, effortlessly adjustable sleep experiences. We continue to grow our patent portfolio with a particular focus on smart features and personalized insights that aim to improve individualized sleep health."

The new Sleep Number 360 Classic and Performance series smart beds offer the same smart features and comfort elements as the top-of-the-line Innovation series smart beds. Their proprietary comfort index performance has again elevated, highlights include:

- **Sleep Number 360 c2 smart bed:** Combines effortless smart adjustability, superior comfort and value,

featuring a conforming sleep surface that contours to and supports each sleeper. The c2 senses and responds to your movements and automatically adjusts firmness on each side to keep you both sleeping blissfully, and includes a 2-inch, gel-infused comfort layer for resilient and proactive support. Now available starting at \$999, comparably priced to many 'non-smart' beds.

- **Sleep Number 360 c4 smart bed:** Combines cushioning support with soft, gel-infused layers to help each sleeper stay cool for enhanced comfort. Its conforming sleep surface also contours to each sleeper for individualized comfort. Now available starting at \$1,699.
- **Sleep Number 360 p5 smart bed:** Features plush, cushioned comfort layers for soothing support that contours to each sleeper and delivers proper spinal alignment. Its conforming sleep surface also offers enhanced pressure relief. Now available starting at \$2,399.
- **Sleep Number 360 p6 smart bed:** Boasts a 5-inch combination of cooling, soothing and enhanced pressure-relief comfort layers for better sleep. The new p6 smart bed also features a new, dynamic sleep surface with enhanced breathability that contours and conforms to both sleepers. Now available starting at \$2,899.

About Sleep Number

Individuality is our foundation at Sleep Number. Our purpose driven company is comprised of over 5,000 passionate team members who are dedicated to our mission of improving lives by individualizing sleep experiences. Our 360® smart beds provide each sleeper with adjustable, personalized comfort for proven quality sleep. We have improved more than 13 million lives as we strive to advance society's wellbeing through higher quality sleep.

Sleep science and data are the core of our innovations. Our award-winning 360 smart beds benefit from our proprietary SleepIQ® technology - learning from over nine billion hours of highly accurate sleep data - to provide effortless comfort and individualized sleep health insights, including your daily SleepIQ® score.

For life-changing sleep, visit [SleepNumber.com](https://www.sleepnumber.com) or one of our more than 600 Sleep Number® stores. More information is available on our [newsroom](#) and [investor relations](#) sites.

Forward-looking Statements

This news release contains forward-looking statements, which are being made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. Forward-looking statements in this news release include statements that our daytime alertness feature may help improve overall health and wellbeing and that we continue to grow our patent portfolio with a particular focus on smart features and personalized insights that aim to improve individualized sleep health. Forward-looking statements used in this news release are subject to certain risks and uncertainties including, among others, such factors as current and future general and industry economic

trends and consumer confidence; risks inherent in outbreaks of pandemics or contagious disease, including the COVID-19 pandemic and related consequences such as supply shortages, labor disruptions, and recommendations and/or mandates from federal, state and local authorities to close certain businesses or limit occupancy or operating hours; the effectiveness of our marketing messages; the efficiency of our advertising and promotional efforts; our ability to execute our Total Retail distribution strategy; our ability to achieve and maintain acceptable levels of product and service quality, and acceptable product return and warranty claims rates; our ability to continue to improve and expand our product line, and consumer acceptance of our products, product quality, innovation and brand image; industry competition, the emergence of additional competitive products and the adequacy of our intellectual property rights to protect our products and brand from competitive or infringing activities; claims that our products, processes, advertising, or trademarks infringe the intellectual property rights of others or do not comply with laws or regulations; availability of attractive and cost-effective consumer credit options; our lean manufacturing processes with minimal levels of inventory, which may leave us vulnerable to shortages in supply; our dependence on significant suppliers and third parties and our ability to maintain relationships with key suppliers or third-parties, including several sole-source suppliers or providers of services; rising commodity costs and other inflationary pressures; risks inherent in global sourcing activities, including tariffs, outbreaks of pandemics or contagious diseases, such as the COVID-19 pandemic, strikes and the potential for shortages in supply; risks of disruption in the operation of any of our main manufacturing facilities or assembly and distribution facilities; increasing government regulation; pending or unforeseen litigation and the potential for adverse publicity associated with litigation; the adequacy of our and third-party information systems to meet the evolving needs of our business and existing and evolving risks and regulatory standards applicable to data privacy and cybersecurity; the costs and potential disruptions to our business related to enhancing, patching, upgrading our information systems; the vulnerability of our and third-party information systems to attacks by hackers or other cyber threats that could compromise the security or accessibility of our systems, result in a data breach or disrupt our business; and our ability to attract, retain and motivate qualified management, executive and other key team members, including qualified retail sales professionals and managers. Additional information concerning these and other risks and uncertainties is contained in the company's filings with the Securities and Exchange Commission (SEC), including the Annual Report on Form 10-K, and other periodic reports filed with the SEC. The company has no obligation to publicly update or revise any of the forward-looking statements in this news release.

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