

Sleep Number, National Football League and the American Cancer Society Team Up to Deliver Cancer Resources during Crucial Catch

9/28/2023

Sleep Number joins the two organizations in their annual cancer awareness and early detection initiative and introduces a new resource, "The Defender Presented by Sleep Number"

MINNEAPOLIS--(BUSINESS WIRE)-- Today, wellness technology leader **Sleep Number Corporation** (Nasdaq: SNBR) announced they are the first "Official Crucial Catch Partner of the NFL," joining forces with the NFL and the American Cancer Society (ACS) in the fight against cancer. Crucial Catch was started by the NFL in 2009 to empower fans to take their health into their own hands through cancer screening, education and risk detection. To date, the initiative has raised over \$27 million for ACS through sales of Crucial Catch branded merchandise, NFL Auction items and general fundraising.

This press release features multimedia. View the full release here:
<https://www.businesswire.com/news/home/20230928576143/en/>

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Sleep Number is bringing additional cancer prevention resources to the Crucial Catch program. Focused on overall

health and wellbeing, the company is the presenting partner of The Defender, an online resource for fans to learn how to reduce their cancer risk and find local screening resources. Located at **NFL.com/CrucialCatch**, The Defender Presented by Sleep Number can also determine what type of cancer screening users need, find their local cancer screening center, schedule screening reminders, and have their cancer-related questions answered through

American Cancer Society's 24/7 chat and hotline.

Individuals who visit The Defender Presented by Sleep Number are asked questions about common lifestyle practices that may impact their chances of getting cancer, including sleep, diet, exercise and more. The assessment takes a few minutes to complete and provides the participant with a personalized overview of lifestyle changes to minimize cancer risks. As a thank you, upon completion of **The Defender**, participants will receive \$20 off a Sleep Number pillow **online** or in **stores**, good today, September 28, through October 31, 2023.

Sleep Number's involvement with both ACS and the NFL stems from a deep commitment to their purpose. As the "Official Sleep + Wellness Partner of the NFL," over 80% of NFL players have a Sleep Number smart bed*; Sleep Number smart sleepers get 28 minutes more restful sleep per night**. The company also partners with the NFL Players Association and several teams to provide sleep expertise and guidance, so players get the individualized sleep they need to perform their best, on and off the field. As an ACS partner and the 2022 "Corporate Partner of the Year," Sleep Number is collaborating with ACS on sleep research that may lead to the first-ever sleep guidelines for cancer prevention and recovery, and supporting patients and caregivers at ACS Hope Lodges with smart beds and temperature-balancing bedding. Through Sleep Number's four-year relationship with quarterback Dak Prescott, Dak is ACS's new Global Brand Ambassador and is amplifying the impact of Crucial Catch.

"Championing early cancer detection and prevention initiatives through The Defender is closely tied to Sleep Number's purpose: to improve the health and wellbeing of society through higher quality sleep," said Shelly Ibach, Chair, President and CEO, Sleep Number. "We know that simple lifestyle changes - like prioritizing sleep - can have a meaningful impact on risks for certain types of cancers. Sleep Number is proud to join the NFL and ACS in the fight against cancer. It takes all of us to end cancer as we know it, for everyone."

To take The Defender Presented by Sleep Number assessment, learn potential cancer risks and receive \$20 off a Sleep Number pillow***, visit NFL.com/crucialcatch. Visit SleepNumber.com/NFL and crucialcatch.cancer.org for additional information.

About Sleep Number

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 over 14.5 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 22 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 nearly 5,000 mission-driven team members passionately innovate to drive value creation through our vertically integrated business model, including our exclusive direct-to-consumer selling in 675 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**.

Forward-looking Statements

Statements used in this release relating to future plans, such as statements about our joint sleep research and collaboration efforts, are forward-looking statements subject to certain risks and uncertainties. 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 release.

*Based on the number of active roster players eligible for the NFL player Sleep Number bed program who purchased a bed between 7/23/18 and 11/28/22.

**Based on average SleepIQ® data from 8/1/21 - 2/28/22 of sleepers engaging with Sleep Number® setting, SleepIQ® data and FlexFit™ adjustable base vs. sleepers who have those features but didn't similarly engage with them.

***Valid in store, by phone, at **sleepnumber.com** or Live Chat through 10/31/2023, 11:59 p.m. Pacific Standard Time. Must present and surrender coupon code at time of purchase. One-time use only. No cash value. Not valid on clearance items, returns, exchanges, previous purchases or specialty pillows. The coupon value will be deducted from your order at time of purchase. May not be duplicated, transferred or sold. We are not responsible for lost or stolen coupons.

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Source: Sleep Number