

Sleep Number Redesigns Its Mattress Portfolio with Five Innovative New Beds That Adapt Night After Night as Customers' Needs Change

2026-03-12

Simplified Lineup Delivers Enhanced Comfort, Adjustability, Temperature Benefits and Value Across Three Collections: ComfortMode™, ComfortNext™ and Climate™

MINNEAPOLIS--(BUSINESS WIRE)-- Sleep Number Corporation (Nasdaq: SNBR) today announced its largest product reset in almost a decade with the introduction of **new, innovative beds** designed to deliver a luxury experience at a more approachable price point. Available on March 23 online and in Sleep Number® stores, the five new beds offer superior comfort, personalized adjustability, temperature benefits and value.

Sleep Number announced a redesigned mattress portfolio with five new, innovative beds that adapt night after night as customers' needs change. The simplified lineup delivers enhanced comfort, adjustability, temperature benefits and value across three Collections: ComfortMode, ComfortNext and Climate. This is Sleep Number's largest product reset in almost a decade and allows the Company to deliver a luxury experience at a more approachable price point. The new mattresses will be available to purchase in store and on SleepNumber.com starting March 23, 2026.

comfort, temperature management, adjustability and new features like pressure-relieving micro coils," said Linda Findley, Sleep Number's President and CEO. "The response to ComfortMode, the first bed we introduced in January, is fantastic, with sales exceeding our expectations by 3.5 times. This is an important indicator for the rest of the portfolio, which is built on the same principles and value proposition."

"Sleep Number has a long history of delivering products that improve sleep quality, and we are building on our legacy with these new beds. This product reset brings to life our most meaningful innovations, including luxury materials,

The new portfolio has three distinct Collections—ComfortMode™, ComfortNext™ and Climate™—with a total of seven beds, including five new options, each offering unique benefits to meet a broad range of sleep needs and budgets. By simplifying the portfolio from 12 to seven, Sleep Number is also making it easier for customers to find the right bed, one that adjusts as their needs change nightly.

“This new portfolio represents the very best of Sleep Number, grounded in innovation leadership and a deep understanding of what matters most to the consumer,” said Melissa Barra, Sleep Number’s Chief Product and Enterprise Strategy Officer. “We deliberately redesigned our portfolio around our unique differentiators of adjustable comfort and temperature management to bring more value to consumers, drive margin expansion and establish a strong, focused product evolution that furthers our turnaround.”

The new Collections are:

- **ComfortMode Collection, starting at \$1,599 (Queen)**
The ComfortMode Collection is designed for consumers who want exceptional comfort, temperature balancing benefits and Sleep Number’s signature adjustability, without an app or connectivity required. The Collection includes **ComfortMode**, Sleep Number’s most comfortable mattress at a sub-\$1,600 price point and available now, and the new ComfortMode Lux, available March 23 starting at \$2,099 (Queen).
- **ComfortNext Collection, starting at \$2,999 (Queen)**
ComfortNext delivers the lineup’s biggest innovation, with three all-new beds, including two featuring Sleep Number’s first Tri-Brid™ design. It combines micro coils, foam and air for long-lasting support night after night for additional shoulder, knee, hip and lower back relief. ComfortNext builds on the ComfortMode Collection with enhanced layers and support for added pressure relief as needs evolve and the addition of app-controlled smart technology. It includes three all-new mattresses, which will be available March 23: ComfortNext™, starting at \$2,999 (Queen), ComfortNext™ Lux, starting at \$3,999 (Queen) and ComfortNext™ Ultra, starting at \$4,499 (Queen).
- **Climate Collection, starting at \$5,499 (Queen)**
Climate Collection remain the only beds on the market that can offer science-backed temperature technology for active heating and cooling, personalize firmness adjustability and smart technology, helping Climate360® sleepers get up to 52.5 minutes more restful sleep per night.* The award-winning Collection offers the ultimate in luxurious comfort, designed for consumers who want the most advanced sleep experience. It is available now and includes **ClimateCool®**, starting at \$5,499 (Queen) and **Climate360®**, starting at \$9,999 (Queen).

Sleep Number is also introducing a refreshed base portfolio designed to make great sleep easier and more convenient than ever. The all-new Foundation delivers simple, reliable support for Sleep Number mattresses and

the popular FlexFit 3® smart adjustable base gets a modern design update, pairing a new look and feel with the signature smart functionality customers love for personalized comfort, relaxation and better sleep.

The full lineup and bases will be available starting March 23 at **Sleep Number stores** nationwide and at **SleepNumber.com**. All Sleep Number mattresses include a 100-night trial and a 10-year limited warranty. Learn more on the **Sleep Number website**.

*Based on average SleepIQ® data from 10/24-1/25 of Climate360® sleepers using the SmartTemp™ program vs. their sleep with it turned off.

About Sleep Number Corporation

Sleep Number® is the leader in personalized sleep wellness. Its mattresses are designed to evolve with each sleeper to help them feel and perform their best. 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 almost 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**.

Forward-looking Statements

Statements used in this news release relating to future plans, product launches, events, financial results or performance, such as the statements that: the company is launching a new lineup of innovative beds to address customers' most common sleep needs of comfort, adjustability, temperature, value, and durability; the company is confident that the rest of the portfolio launch will deliver the same success as the earlier launched ComfortMode; and the new lineup is grounded in innovation leadership and a deep understanding of what matters most to bring more value to consumers, drive margin expansion, and establish a strong, focused product evolution that furthers

the company's turnaround are forward-looking statements subject to certain risks and uncertainties which could cause the company's results to differ materially. The most important risks and uncertainties are described in the company's filings with the Securities and Exchange Commission, including in Item 1A of the company's Annual Report on Form 10-K and other periodic reports. Forward-looking statements speak only as of the date they are made, and the company does not undertake any obligation to update any forward-looking statement.

Media Contact

Nichole Teixeira, Sleep Number Communications

nichole.teixeira@sleepnumber.com

Source: Sleep Number Corporation