



Aloha, Sleep Number!

December 13, 2017

Sleep innovation leader opens new store in Hawaii; Now operates stores in all 50 states

KAPOLEI, Hawaii--(BUSINESS WIRE)--Dec. 13, 2017-- Sleep Number (NASDAQ: SNBR) recently celebrated the opening of its first retail store in Hawaii. Now, Sleep Number customers in all 50 states can shop in-store for Sleep Number's proprietary and innovative solutions.

This press release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20171213006202/en/>



"I'm extremely proud of opening a store in our 50th state – it's a significant milestone for our brand, especially amidst a challenging retail environment," said Andy Carlin, Chief Sales and Service Officer at Sleep Number. "With our smart, effortless sleep technology, we are improving our customers' well-being by redefining quality sleep. And we are thrilled to bring that to the state of Hawaii, and to improve even more lives by enhancing their sleep quality."

Before officially opening its doors, Sleep Number hosted a traditional Hawaiian blessing, which honors local culture and helps usher in goodness, success and growth to the store. The new 3,600 square-foot store opened Friday, Dec. 8, and employs four sleep experts and two home-delivery technicians.

About Sleep Number® stores

The company's retail presence has evolved from a small mall kiosk in 1992 to a retailer with national distribution. Over the last 18 months, Sleep Number announced two other significant retail openings: in 2016, the Minnesota-based company opened its [500th retail location](#) in Eden Prairie, Minn., and its first store in [Alaska](#). Today, there

Sleep Number celebrates the opening of its first store in Hawaii, and now operates stores in all 50 states. Pictured at the ceremonial store blessing are: Kahu Kordell Kekoa, Andrew Schulma (Sleep Expert), Donte Davis (Sleep Technician), Natalie Burroughs (Store Manager), Larry Viands (District Manager), Scott Tomas (Sleep Associate), and Justin Corpuz (Sleep Associate). (Photo: Business Wire)

are more than 550 company-owned Sleep Number stores across the county.

Sleep Number® stores redefine the mattress shopping experience, leveraging the knowledge and experience of its sleep professionals and award-winning store design. In addition to featuring a complete line of Sleep Number® beds and exclusive bedding, the stores highlight [SleepIQ® technology](#), a proprietary biometric sleep tracking technology that works directly with the bed's dual-adjustability technology to track both sleepers at night.

About Sleep Number

Thirty years ago, Sleep Number transformed the mattress industry with the idea that 'one size does not fit all' when it comes to sleep. As the pioneer in biometric sleep tracking and adjustability, Sleep Number is proving the connection between quality sleep and health and well-being. Dedicated to individualizing sleep experiences, the company's 4,000 team members are improving lives with innovative sleep solutions. To find better quality sleep, visit one of the 550 Sleep Number® stores located in 50 states or SleepNumber.com. For additional information, visit our [newsroom](#) and [investor relations](#) site.

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Source: Sleep Number

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