



Sleep Number Ranks #1 in J.D. Power 2018 Mattress Satisfaction Report

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For the third year, Sleep Number tops the industry and received top scores in support, durability, comfort, variety of features, value and warranty

MINNEAPOLIS--(BUSINESS WIRE)--Nov. 14, 2018-- For the third time since J.D. Power initiated coverage of the mattress industry in 2014, Sleep Number (NASDAQ: SNBR) [earned the #1 position in the annual J.D. Power Mattress Satisfaction Report](https://www.businesswire.com/news/home/20181114005825/en/). The Company received highest honors, including the best scores in the top six categories and ranking 27 points above the industry average.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20181114005825/en/>



"Sleep Number is dedicated to improving lives by individualizing sleep experiences, and we're honored to receive the highest ranking in mattress satisfaction by J.D. Power," said Shelly Ibach, President and CEO, Sleep Number. "This award is a result of our teams' uncompromising focus on delivering effortless, life-changing sleep."

As the sleep innovation leader, Sleep Number has disrupted the commoditized mattress industry with Sleep Number 360® smart beds that deliver proven higher quality sleep. The 360® smart bed automatically adjusts the comfort of the bed to a person's individual needs. The company's proprietary SleepIQ® technology also provides sleepers with their SleepIQ® score every day along with their personal biometrics and insights, which helps them improve their sleep quality and overall wellness.

"Although price is a big reason people are choosing their mattress brand, it remains imperative that the product itself remains a priority," said Greg Truex, Managing

The Sleep Number 360 i8 smart bed. (Photo: Business Wire)

Director at J.D. Power. "Comfort of the mattress is the biggest driver of satisfaction and, if the issues with support and durability remain, manufacturers will only see a continued decline in satisfaction."

The J.D. Power study asked customers to rank the top companies based on seven factors: support, durability, comfort, variety of features, value given the price paid, warranty, and contact with customer service. Sleep Number achieved an overall satisfaction index score of 867. The J.D. Power 2018 Mattress Satisfaction Report is based on responses from nearly 1,000 customers who purchased a mattress in the past 12 months.

About J.D. Power

J.D. Power is a marketing, consumer intelligence, and data and analytics company that helps its clients measure, understand, and improve the key performance metrics that drive their growth and profitability. J.D. Power's industry benchmarks, unique data and analytics platform and reputation for independence and credibility has established the company as one of the world's most well-known and trusted providers of Voice of the Customer insights. Established in 1968, J.D. Power is headquartered in Costa Mesa, California, and has offices in North/South America, Asia Pacific, and Europe. For more information on car reviews and ratings, car insurance, health insurance, cell phone ratings, and more, please visit JDPower.com.

About Sleep Number Corporation

As the leader in sleep innovation, Sleep Number Corporation delivers the best quality sleep through effortless, adjustable comfort and biometric sleep tracking. Sleep Number's proprietary SleepIQ® technology platform -- one of the most comprehensive databases of biometric consumer sleep data -- is proving the connection between sleep and wellbeing. With breakthrough innovations such as the revolutionary Sleep Number 360® smart bed, Sleep Number is redefining the future of sleep and shaping the future of health and wellness. To experience better quality sleep, visit one of the over 560 Sleep Number® stores located in all 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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