



Sleep Number Disrupts Retail in the Flatiron District with Sleep Number 360® Smart Beds

August 9, 2018

Company establishes new standard for quality sleep and the retail shopping experience

MINNEAPOLIS--(BUSINESS WIRE)--Aug. 9, 2018-- Sleep Number is revolutionizing sleep with their category-creating [Sleep Number 360® smart bed](#), starting at \$999. The company is bringing proven quality sleep to Manhattan, where customers can experience the life-changing benefits of smart, connected sleep. This new store in the Flatiron District adds to their portfolio of more than 560 stores in all 50 U.S. states.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20180809005766/en/>



“The Sleep Number 360 smart bed will change how people sleep, with a fundamentally unique experience – effortless, proven quality sleep,” said Shelly Ibach, president and CEO of Sleep Number. “Most people don’t realize what a difference their bed makes to their sleep, which is one of the most important aspects of their health and wellness. Our new Sleep Number store in the Flatiron District demonstrates the transformative impact of our smart bed on individual comfort, restfulness and well-being. We are improving lives by delivering an unparalleled sleep experience.”

The revolutionary retail concept, located in a historic building at 136 Fifth Avenue, takes Sleep Number’s best-in-class retail experience to yet another level, with interactive technology and digital experiences in a loft-like setting:

- The store experience includes a large digital map illuminating how neighborhoods across New York are sleeping. It is a fun competition to see who is sleeping the best. It’s also a great illustration of Sleep Number’s

Sleep Number brings proven quality sleep to Manhattan with its new Flatiron store, located at 136 5th Avenue. The store experience includes a large digital map illuminating how neighborhoods across New York are sleeping - Sleep Number’s SleepIQ technology in action! (Photo: Business Wire)

powerful sleep tracking and biometric technology – [SleepIQ® technology](#).

- The brand’s full Sleep Number 360 smart bed presentation is available with an interactive experience that illustrates the benefits of smart sleep. Customers will participate in an individualized experience using 3-D imaging to identify pressure points and understand how the 360 smart bed will alleviate them. They will see and feel how adjusting the firmness for each person, their Sleep Number setting, will result in ideal comfort.
- Unique to Manhattan, customers can take a 3-minute immersive “ride” into the science behind our 360 smart bed and understand how our technology delivers proven quality sleep.
- A mix-and-match bedding design lab, equipped with a large-scale digital planner, completes the experience, as customers customize their ultimate bedroom retreat.

These interactive elements complement the store’s sleep experts, who are dedicated to the company’s mission.

“The Sleep Number store experience combines the latest in technology with the expertise of our sleep professionals, to deliver a value-added experience for our customers. For us, it’s all about helping people find solutions for their best possible sleep,” says Andy Carlin, chief sales and services officer. “With the introduction of our 360 smart beds, it’s the perfect time to enter Manhattan and amplify our New York market presence.”

Sleep Number has been developing the New York market over the past few years, as part of its ongoing market growth plans that include an integrated brick-and-mortar and digital retail experience. Just last week, the company repositioned its Lake Grove store on Long Island and opened a new store at Staten Island Mall. Sleep Number expects to have 25 stores in the market by the end of the year, and approximately 585 stores nationwide.

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](https://www.sleepnumber.com). For additional information, visit our [newsroom](#) and [investor relations site](#).

View source version on businesswire.com: <https://www.businesswire.com/news/home/20180809005766/en/>

Source: Sleep Number Corporation

Sleep Number Corporation

Leah Guimond, 612-770-8833

Leah.Guimond@sleepnumber.com