



## March Bracket Predictions: Sleep Number Picks No. 12 Seed from Davidson, N.C.

March 13, 2018

Predictions based on each city's sleep quality

Sleep Number Corporation (NASDAQ: SNBR):

This press release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20180313006494/en/>



2018 March Bracket Challenge: Sleep Number threw out conventional tools - like probability and stats - and, instead, examined how well each college town slumbered this semester. (Photo: Business Wire)

**WHAT:** With so many possible college bracket combinations, all those blank spaces can be daunting to fill in. This year, Sleep Number offers college basketball fans a new way to complete their 2018 college basketball brackets.

Sleep Number threw out conventional tools – like probability and stats – and, instead, examined how well each city slumbered this semester. Add in some fancy analytics, and the result is a bracket prediction based on which college towns slept the best, which is a leading indicator of [athletic performance](#).

So, go ahead: copy this perfect basketball tournament bracket, which *may* just help you win your pool. Or, more than likely, you'll just sleep better knowing you have the body's most essential need for peak performance – sleep – informing this year's selection.

See accompanying graphic for details on how we think this dance will end.

### ABOUT SLEEP IQ TECHNOLOGY

[SleepIQ® technology](#) is integrated into Sleep Number 360® smart beds to track a person's sleep, offer insights and make suggestions for achieving a great night of sleep. The [SleepIQ technology platform](#) powers one of the most comprehensive databases of biometric consumer sleep data in the world. Each night, SleepIQ technology seamlessly reads hundreds of measurements per second, tracks hundreds of thousands of sleep sessions, and analyzes over 4 billion biometric data points. Each morning, SleepIQ users receive a SleepIQ® score that reflects the quality of their rest.

**ABOUT SLEEP  
NUMBER**

As the leader in sleep innovation, Sleep Number Corporation (NASDAQ: SNBR) delivers the best quality sleep through effortless, adjustable comfort and biometric sleep tracking. Sleep Number is a visionary in health and wellness, proving the connection between quality sleep and wellbeing. With its powerful SleepIQ® technology platform, powering one of the most comprehensive databases of biometric consumer sleep data in the world, Sleep Number is fundamentally changing the way we monitor and manage health. To experience better quality sleep, visit one of the over 550 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.

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Source: Sleep Number

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