

FOR IMMEDIATE RELEASE

SLEEP IQ TECHNOLOGY IS CHANGING THE WAY THE WORLD SLEEPS

Now Available Nationwide on All Sleep Number Beds

MINNEAPOLIS – (June 4, 2014) – SLEEP NUMBER, a sleep innovation leader whose mission is to improve lives by individualizing sleep experiences, today announced that its proprietary SleepIQ™ technology is now available on all Sleep Number® beds. The company first introduced its SleepIQ technology at the International Consumer Electronics Show on the company's award-winning x12 bed. SleepIQ technology is now available at all Sleep Number® stores nationwide, and is the world's first sleep innovation that provides consumers with knowledge and the ability to improve their sleep quality using simple and intuitive sleep tracking.

SleepIQ works directly with Sleep Number's proprietary DualAir™ technology to comprehensively track and monitor each person's sleep through sensors that measure your average breathing rate, average heart rate and movements. There's nothing to wear or turn on – all you have to do is sleep.

"Sleep is an integral part of living a healthy life, and consumers value sleep products that contribute to their wellness," said Shelly Ibach, president and CEO, Sleep Number. "SleepIQ technology is a breakthrough innovation that offers consumers the benefit of their individualized sleep knowledge – a SleepIQ score – while empowering them to improve their sleep quality and get the most out of each day."

Individualized SleepIQ Technology is Empowering

Now, armed with the knowledge of your SleepIQ™ score and digital journal in the morning, you and your partner can see how your day affected your sleep, and what simple adjustments will lead to improved sleep. For example, you can adjust the comfort and support of the bed, your Sleep Number® setting, or learn the best time of day to exercise or go to bed.

You can view your personalized data via your smart phone, tablet, PC, or your Sleep Number® remote, and then use this knowledge to adjust your daily routine and the comfort of your bed to experience the best possible sleep each night. Sleep Number's new proprietary technology platform includes cloud-based monitoring, data analytic services and applications.

Powered by BAM Labs®, SleepIQ technology is only available on Sleep Number beds, and helps consumers know the best sleep of their lives – and proves it every night. A Queen Sleep Number mattress with SleepIQ technology starts at \$999.98, and is only available at one of the 450 Sleep Number stores across the country.

About Sleep Number Beds

Designed around customers' unique sleep preferences, high-quality Sleep Number beds have improved more than 8.5 million lives. Unlike other mattresses that feature foam or springs inside, Sleep Number's series of beds offer a choice of supreme comfort layers, in addition to DualAir technology inside, which allows couples to adjust each side to their individual comfort and support at the touch of a button. Each Sleep Number bed comes with a 25-year limited warranty.

Sleep Number also offers a complete, exclusive line of innovative sleep products designed to meet every individual's needs. From FlexFit™ adjustable bases that offer limitless positions to read, watch TV or surf the web in bed, to the DualTemp™ layer that uses proprietary active air technology to heat and cool each side and works with any mattress brand, Sleep Number offers exclusive solutions designed to improve the sleep experience.

Consumers can only find the individualized benefits of Sleep Number beds and bedding at Sleep Number stores, not at other mattress retailers. The company's 3,000 Sleep Professionals are dedicated to helping customers find better sleep for life.

About Select Comfort Corporation

Select Comfort Corporation is leading the industry in delivering an unparalleled sleep experience by offering consumers high-quality, innovative and individualized sleep solutions and services, which include a complete line of SLEEP NUMBER beds and bedding. The company is the exclusive manufacturer, marketer, retailer and servicer of the revolutionary Sleep Number® bed, which allows individuals to adjust the firmness and support of each side at the touch of a button. The company offers further individualization through its solutions-focused line of Sleep Number® pillows, sheets and other bedding products. As the only national specialty-mattress retailer, consumers can take advantage of an enhanced mattress-buying experience at one of the 450 Sleep Number® stores across the country, online at SleepNumber.com, or via phone at (800) Sleep Number or (800) 753-3768.

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