



INTERNATIONAL
SLEEP
PRODUCTS
ASSOCIATION

NEWS RELEASE

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SERTA REJOINS ISPA'S STATISTICS PROGRAM **Company's Renewed Involvement Will Enhance Accuracy of Industry Statistics**

(Alexandria, VA) – The International Sleep Products Association (ISPA) has announced that Serta will begin reporting sales data for inclusion in ISPA's statistical reports beginning January 2010. Serta's data will be included in the aggregate industry data to be published in the *2009 Mattress Industry Report of Sales and Trends*, as well as ISPA's monthly *Bedding Barometer*. Serta had stopped reporting its data to ISPA several years ago when the company resigned its membership in the association.

"We at Serta realize the importance of accurate industry data, and look forward to participating once again in ISPA's statistics program," noted Serta President **Bob Sherman**. "I am confident that including Serta's numbers in the ISPA reports will improve the reliability and coverage of this useful industry resource."

"We are very happy with Serta's decision, and look forward to working with them," noted ISPA Chair **Don Wright**, Chairman and Chief Marketing Officer of Wright of Thomasville. "Including Serta's sales data in our published reports will fill a large gap that has existed for several years."

Bill Creekmuir, Executive Vice President and Chief Financial Officer of Simmons Bedding Company and Chair of the ISPA Statistics Committee, echoed these sentiments. "ISPA's goal has always been to provide accurate and timely industry statistics. The association works very hard to collect actual sales data from as many mattress producers

as possible. Being able to publish aggregate industry data that includes Serta means that the association can report actual sales value data for over 80 percent of the entire industry.”

ISPA is the exclusive source for current and historical data on business activity in the mattress industry, consumer data, and other information that influences the manufacture and sale of mattresses. This information is a free member benefit for ISPA members. ISPA’s statistical reports help mattress manufacturers benchmark their operations and performance against their peers, help industry suppliers project their customers’ needs, and help the financial community better understand the U.S. mattress industry.

For more on ISPA’s statistics program, visit www.sleepproducts.org/IndustryStatistics.

Established in 1915, the International Sleep Products Association (ISPA) is dedicated to protecting and enhancing the growth, profitability and stature of the mattress industry. As the industry’s trade organization, ISPA represents over 600 mattress manufacturers and suppliers throughout the world.

ISPA provides a wide range of services that benefit its membership. These include exclusive industry surveys and statistics, advocacy support, educational offerings, the industry’s ISPA EXPO trade show, safety research through its Sleep Products Safety Council, consumer research and education through its Better Sleep Council, BedTimes and Sleep Savvy publications, the ISPAEarth™ Industry Sustainability Initiative, and more.

To learn more, visit www.sleepproducts.org or contact info@sleepproducts.org.