



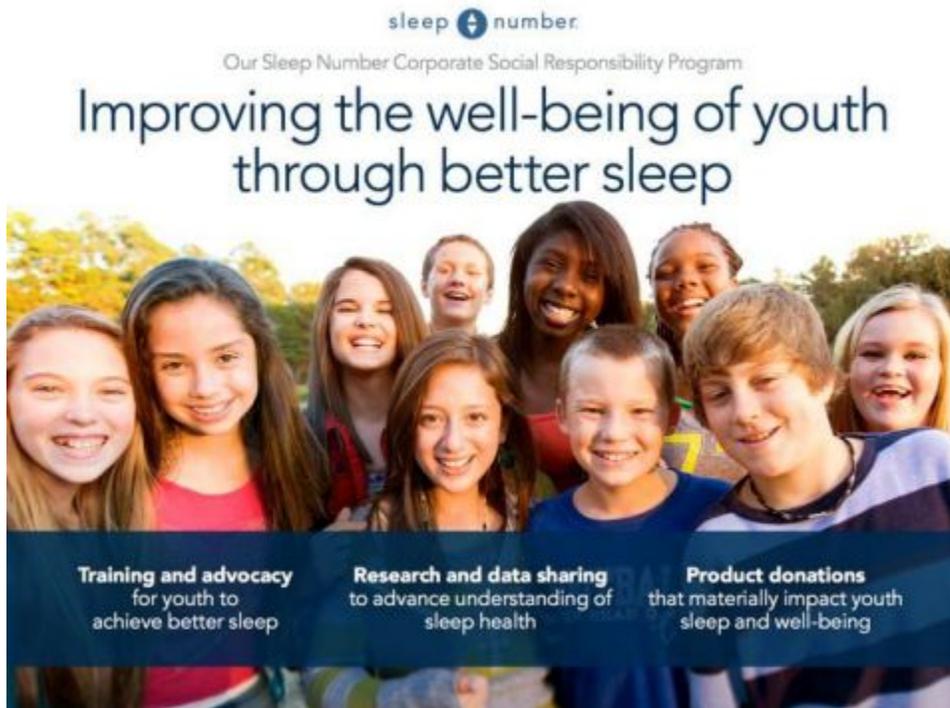
## Sleep Number Commits to Improving 1 Million Children’s Lives by 2025

August 27, 2018

*Sleep Number to help future generations achieve life-changing sleep*

MINNEAPOLIS--(BUSINESS WIRE)--Aug. 27, 2018-- Sleep Number Corporation (SNBR) announces a social impact commitment: To improve the overall well-being of one million youth through better sleep by 2025.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20180827005070/en/>



“Sleep Number’s mission is to improve lives by individualizing sleep experiences. We are excited to help over one million young people achieve life-changing sleep through our products and sleep expertise,” said Shelly Ibach, president and CEO of Sleep Number. “We believe helping future generations achieve quality sleep can and will change the world. Excellent sleep is essential to a healthier and happier society, strengthening our connections with one another, and expanding the frontier of what’s possible.”

Sleep Number’s three focus areas for improving youths’ sleep are:

- **Research and data:** Working directly with youth to understand their sleep habits and leveraging Sleep Number’s sleep insights, plus their algorithm and biometric database, to inform how to achieve high-quality sleep.
- **Training and advocacy:** Turning understanding into action by partnering with youth, parents, educators and other organizations focused on youth well-being.
- **Product donations:** Making better

Sleep Number’s committed to improve the overall well-being of one million youth through better sleep by 2025. (Graphic: Sleep Number Corporation)

sleep a reality for youth.

Sleep Number is partnering with leading national organizations focused on youth health and wellness initiatives to achieve their commitment. For example, Sleep Number will bring the sleep element to the exercise, nutrition and support programs of [GENYOUth](#), [Alliance for a Healthier Generation](#) and [Good360](#).

"We share Sleep Number's dedication and commitment to improving the health and well-being of our nation's youth," said Alexis Glick, GENYOUth Chief Executive Officer. "We are excited to be partnering with Sleep Number to better understand the sleep behaviors of today's students and to gain insights into any barriers that could impact their achievement of a healthy sleep regimen, which is essential to their ability to be healthy, high-achieving youth."

"For more than a decade, the Alliance for a Healthier Generation has helped thousands of schools nationwide ensure their kids are eating better and moving more," said Howell Wechsler, Healthier Generation’s chief executive officer. "Together with Sleep Number, we can now help students achieve better quality sleep, which, as research has shown, positively impacts their overall health, well-being, and academic achievement."

"Sleep Number recently improved the lives of families affected by Hurricane Harvey partnering with Good360 to donate one million dollars of Sleep Number® beds and bedding. The long-term recovery period after a natural disaster is often overlooked," said Howard Sherman, Good360 chief executive officer. "Sleep Number’s donation of new beds provided survivors with much needed quality sleep and a sense of renewed possibility."

For more information on how Sleep Number is improving the lives of youth through better sleep, visit the [social impact](#) page on Sleep Number’s newsroom.

### 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<sup>®</sup> technology platform – one of the most comprehensive databases of biometric consumer sleep data – is proving the connection between sleep and well-being. With breakthrough innovations such as the revolutionary Sleep Number 360<sup>®</sup> 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<sup>®</sup> 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 Corporation

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