



## Sleep Number Opens First Store in Alaska

June 20, 2016

*Newest store in Anchorage is first Sleep Number store outside contiguous U.S.*



Sleep Number is opening its first store in Alaska on June 20 – the first retail location outside the lower 48 states. It's located at 320 W. 100th Ave., in Anchorage (near Target and Cabela's), and will employ a staff of four local sleep experts. (Photo: Sleep Number)

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MINNEAPOLIS--([BUSINESS WIRE](#))--Sleep Number today opened its first store outside the lower 48 states. Its new store in Anchorage, Alaska features an award-winning store design and a distinctly different retail experience.

"We are looking forward to offering Alaska residents our full assortment of mattresses and bedding."

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"We're excited to open our first store in Alaska, and to help Alaskans get the benefits of better quality sleep through our innovative products," said Andy Carlin, Select Comfort executive vice president and chief sales and service officer. "We are looking forward to offering Alaska residents our full assortment of mattresses and bedding."

The new 3,700-square-foot Sleep Number® store is located at 320 W. 100<sup>th</sup> Ave., in Anchorage (near Target and Cabela's). The staff of four local sleep professionals will help customers understand their sleep needs and find product solutions to achieve a great night's sleep.

"Alaskans have some unique sleep challenges – especially in the summer months," said Tricia Blair, Anchorage Sleep Number store manager who has spent several years living in bush villages. "Between the twenty hours of daylight and the abundance of outdoor activities, quality sleep can be hard to come by. At Sleep Number, we're dedicated to helping you identify your unique sleep needs so you can get the best quality sleep possible."

### About Sleep Number stores

Sleep Number® stores redefine the mattress shopping experience, leveraging the knowledge and experience of its sleep professionals and an innovative store design. In addition to featuring a complete line of Sleep Number® beds, the stores highlight [SleepIQ® technology](#), proprietary sensor technology that works directly with the bed's DualAir™ system to track and monitor each individual's sleep; IndividualFit® 3-D Imaging, a digital map that displays the body's pressure points; and the PillowFit® experience to help customers find a pillow that perfectly fits their needs.

### About Select Comfort Corporation

Nearly 30 years ago, [Sleep Number](#) transformed the mattress industry with the idea that 'one size does not fit all' when it comes to sleep. Today, the company is the leader in sleep innovation and ranked "Highest in Customer Satisfaction with Mattresses" in 2015 by J.D. Power. As the pioneer in biometric sleep monitoring and adjustability, Sleep Number is proving the connection between quality sleep and health and well-being. Dedicated to individualizing sleep experiences, the company's 3,300 employees are improving lives with innovative sleep solutions. To find better quality sleep visit one of our 500 U.S. Sleep Number® stores or [SleepNumber.com](#).

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