



For immediate release

Serta® and the NHFA Sending Four Lucky Fans to the American Idol® 2010 Finale Live in Hollywood

Hoffman Estates, IL (January 27, 2010) –The National Home Furnishings Association (NHFA) and Serta, its exclusive mattress partner, have launched a sweepstakes to send four lucky American Idol fans to the 2010 American Idol finale show taped live in Hollywood this May. NHFA and Serta will award four grand prizes each including two round-trip flights to Los Angeles, two tickets to the American Idol finale scheduled to take place on May 20, 2010, in Hollywood, hotel accommodations and transportation plus an American Idol “Gift Bag” that includes various American Idol branded gifts.

In addition, the NHFA and Serta will award 25 first prizes (a Nintendo® Wii game bundle), 100 second prizes (the American Idol® Gift Bag) and 500 third prizes (an American Idol® Quiz Game)

Fans can enter the sweepstakes by taking the “Serta Test Rest” in a bedding gallery at a participating retail location through April 25th, 2010 (to locate a participating retail location please visit www.homefurnishings.com). No purchase is necessary. Upon taking the Test Rest, consumers will receive an Official “Serta Test Rest” Entry Form that will be provided by a retail Sales Associate that includes a unique Test Rest Code and instructions on how to enter the Sweepstakes.

Terms and Conditions

NO PURCHASE NECESSARY TO ENTER OR WIN. The Serta® American Idol® Sweepstakes is open to legal residents of the 50 United States and D.C., 18 years and older at the time of entry. Void in Puerto Rico, U.S. territories and possessions, outside of the U.S., and where prohibited by law. Begins at 12:01am ET on 1/1/10 and ends at 11:59 pm ET on 4/25/10. For complete Official Rules visit www.SertaSweeps.com. Prize photos are for reference only and do not necessarily reflect actual prizes to be awarded. American Idol® 19 TV Ltd and FremantleMedia North America, Inc. © 2009 Serta, Inc. All Rights Reserved.

About National Home Furnishings Association

National Home Furnishings Association (NHFA) is the nation's largest non-profit organization devoted specifically to the needs and interests of home furnishings retailers. NHFA's membership comprises 2500 business entities representing over 9,000 stores in all 50 states and several foreign countries. NHFA's mission and vision encompass the association's commitment to helping home furnishings retailers operate highly profitable businesses that provide an exceptional level of service to the consumers who buy their furniture. The mission of National Home Furnishings Association is to provide its members with the information, education, products and services they need to remain successful. NHFA's vision is to excel as the definitive resource for information and leadership for home furnishings retailers.

About Serta

Serta is a bedding brand leader and the manufacturer of the best selling premium mattress in America, The Serta Perfect Sleeper®, the upscale Perfect Day® collection and the elegant Vera Wang by Serta® Collection. For more information, visit, www.serta.com <<http://www.serta.com>>. As the leading provider of mattresses to the hospitality industry, Serta partners with hotel groups such as Hilton Hotels, Marriott, Intercontinental Hotels Group, Bellagio Hotel, Wyndham Hotels, Omni Hotels, Choice Hotels, Accor Hotels and many more. Serta has 23 U.S. and four Canadian manufacturing plants. In addition, Serta is distributed internationally in 60 other countries. With its worldwide network, Serta is able to respond quickly to customers' needs while still preserving strict control standards to ensure the highest quality products.

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