



For immediate release

Serta® Partners with Paula Deen for the Paula Deen Home by Serta® Mattress collection
Collection will be available exclusively at Mega Group USA retailers

Hoffman Estates, IL (March 11, 2010) – Serta officials announced today that the company has entered into an exclusive licensing partnership with Paula Deen Enterprises, LLC to produce a new collection of mattresses called *Paula Deen Home by Serta*. This new collection was designed in collaboration with renowned Food Network celebrity cook, author and entrepreneur Paula Deen and will be available exclusively at Mega Group USA retailers.

“This new mattress collection reflects the dedication that both Serta and Paula Deen have to style and comfort for the home,” says Bob Sherman, President of Serta. “Together, we have designed mattresses that are extremely comfortable, affordable and that will really appeal to consumers shopping at Mega Group retailers.”

The Paula Deen Home by Serta mattress collection includes some of today’s most advanced comfort and support features including an Individually Wrapped Coil Innerspring system, soy-infused foams and Serta’s exclusive KoolComfort™ Memory Foam with EcoSense™. The mattress covers are made from a knit fabric containing silk for a smooth and beautiful finish.

“You can definitely tell that these mattresses have been inspired by my life in the South and my home in Savannah, Georgia,” says Paula Deen. “The collection is all about feeling good, comfortable and getting a good night’s sleep in one’s home. And just like my food, I send you comfort and love from my home to yours.”

Jerry Honea, Director for Mega Group USA adds, “The Paula Deen Home by Serta Collection provides Mega Group the opportunity to offer consumers an exclusive product at attractive price points. Paula Deen is a name that resonates with our consumers, and I believe that these quality products will drive traffic to our retailers.”

The collection will debut at the Mega Group USA Spring National Convention and will hit retail floors later this spring. Price points range from \$799 - \$1499. Mega Group retailers can see the collection at the Serta space at the convention on Friday, March 12th and Saturday, March 13th.

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.

Media Contact:

Kelly Ellis
Director, Integrated Marketing
(847) 747-0460
kellis@sertanational.com

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