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Stearns & Foster Teams Up with Home Design Expert Jonathan Scott for Second Year

Stearns & Foster® Continues to Build Awareness with Retailers and Consumers

LEXINGTON, Ky., May 11, 2017 /PRNewswire/ -- Stearns & Foster and Jonathan Scott, one of television's most recognized home design experts, are teaming up again to bring inspired bedroom designs to consumers who have an eye for luxurious and trend-forward designs.

Experience the interactive Multimedia News Release here: <https://www.multivu.com/players/English/7971453-stearns-foster-jonathan-scott-inspired-design/>

The collaboration features the Stearns & Foster Estate and Reserve Collections, both of which bring a premium look and feel to the master bedroom suite. Throughout the year, Scott will debut fresh new looks, seasonal tips and updates that can be completed on any budget, always keeping the Stearns & Foster bed at the center of any beautifully designed room.

"Stearns & Foster mattress consumers have an affinity for home design and beautiful décor," said Rick Anderson, Tempur Sealy Executive Vice President and President, North America. "By working closely with Jonathan Scott, we are able to show our consumers how a Stearns & Foster mattress can be the centerpiece to a thoughtfully crafted bedroom."

Scott Relays Seasonal Design Tips and Personal Expertise in New Video Series

In a digital video series that launches today, Scott dives into design tips that can bring any bedroom space to life. The first of the series, which debuted today on social channels for both the brand and Scott - [Facebook.com/StearnsandFoster](https://www.facebook.com/StearnsandFoster) and [Facebook.com/MrSilverScott](https://www.facebook.com/MrSilverScott) - features three steps on how to transition a room from spring to summer.

Examples include highlighting "hot" accent colors like yellow, fuchsia and aqua during the summertime and keeping cool and comfortable on the hottest days of the year with a Reserve Collection mattress made with moisture-wicking and naturally breathable fabrics.

"I own a Reserve Collection mattress because it is beautifully designed, and investing in a high-quality mattress allows me to sleep well and enjoy the time in my room," Scott said. "One of the most important, most used pieces of furniture in the entire house is the mattress. That's why I wanted to help consumers see that they can have comfort and personal style in one place that they'll enjoy every night."

Consumers Can Enter to Win a Jonathan Scott Customized Stearns & Foster Mattress

Scott also designed his own Special Edition mattress with help from Stearns & Foster and master craftsman Joe Kavanaugh - who has handcrafted tens of thousands of Stearns & Foster mattresses in his 16-year career with the brand. Starting with a Reserve Collection mattress, Scott worked with Kavanaugh and the Stearns & Foster design team to stay true to the brand look and feel, but added custom features like gold and blue embroidery accents, leather straps and a hand-signed label. A very limited number of Special Edition beds have been created by Stearns & Foster in 2017. Fans can enter to win one of the beds beginning May 31. Go to [Facebook.com/StearnsandFoster](https://www.facebook.com/StearnsandFoster) for more details.

Retail Sales Associates Win Exclusive Trip to Meet Jonathan Scott

To celebrate the Stearns & Foster growth in 2016 and recognize retail sales associates' (RSAs) contributions to the brand's success, Stearns & Foster hosted a national sweepstakes for RSAs across the country in February. More than 1,000 entered the sweepstakes and three lucky winners - Brandi Hood from Sleep Outfitters in Kentucky, Jaclyn Hale from Mattress One in Texas, and Toulia Hallios from Levin Furniture in Ohio - were chosen as winners. Their prize was an all-expense-paid trip to New York City where they met Scott and received a personalized tour of the bedrooms he designed for the brand.

While Scott illustrated how Stearns & Foster can help inspire consumers to create an oasis of sleep and relaxation in their bedrooms, Kavanaugh shared his craftsmanship experience including how each mattress is thoughtfully constructed using the finest materials and with a keen eye for detail. The immersion led to a deeper understanding of the brand, which the RSAs can share with colleagues in their own areas.

"What a great way to learn more about Stearns & Foster," said Brandi Hood, Store Manager at Sleep Outfitters. "Meeting an actual craftsman and learning how the mattress is designed and constructed really motivated me to get back to my store

and share this information with my team. Seeing New York City for the first time and meeting Jonathan didn't hurt either. It was an all-around great experience."

"This is the first time Stearns & Foster held a sweepstakes for RSAs and it was hugely successful," said Anderson. "We wanted to provide an experience that further expanded their understanding of the brand, its philosophy and products to inspire them and provide information they can share with consumers."

About Tempur Sealy International, Inc.

Tempur Sealy International, Inc. (NYSE: TPX) develops, manufactures and markets mattresses, foundations, pillows and other products. The Company's brand portfolio includes many highly recognized brands in the industry, including Tempur®, Tempur-Pedic®, Sealy® featuring Posturepedic® Technology, and Stearns & Foster®. World headquarters for Tempur Sealy International is in Lexington, KY. For more information, visit www.tempursealy.com or call 800-805-3635.





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