

THE LATEST IN MATTRESS COMFORT, SUPPORT AND DESIGN



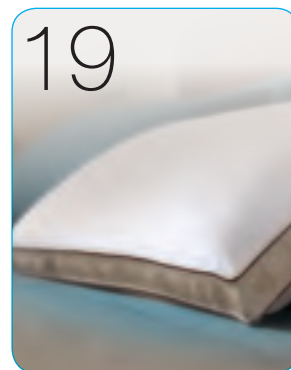
SALES TODAY



SEARS O PEDIC



ALWAYS DREAM™



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Tempur-Pedic

TEMPUR® material from Tempur-Pedic® has the ability to continuously adapt to body shape, weight and temperature all night, every night — it's TEMPUR-Adapt™ Technology. It's in every Tempur-Pedic mattress, and it's why the mattresses are loved by more than seven million people.



KEY FEATURES AND BENEFITS: TEMPUR-ADAPT

Reduces Pressure Points — Customers sleep more comfortably with less tossing and turning.

Customized Comfort — Responds to body temperature and weight so your customers get the exact support and comfort their bodies need.

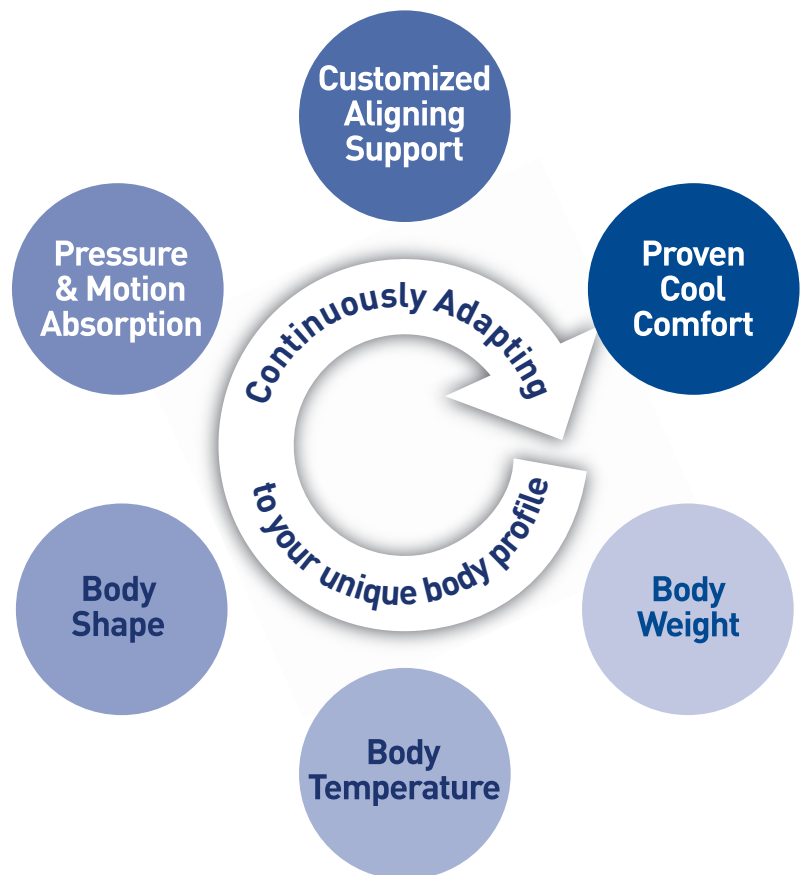
Support — Material adapts to curves to support customers' bodies evenly, so they're positioned to sleep more soundly.

Absorbs Motion — Movement is less likely to wake customers, so they can enjoy undisturbed sleep.

Resists Dust Mites and Allergens — Resists mold, mildew and other irritants that can trigger allergies and asthma, so customers sleep worry-free.

No Flipping or Rotating — Material returns to its original shape night after night, year after year, so the mattress feels like new every day.

25-Year Limited Warranty — Your customers will rest easy because Tempur-Pedic stands behind every mattress they make.



SALES TIP

Tempur-Pedic mattresses are designed to help your customers fall asleep faster, stay asleep longer and wake up more refreshed, so they'll get more out of their day. Tempur-Pedic delivers with TEMPUR-Adapt.

TEMPUR MATERIAL

The material becomes softer where the most pressure (and heat) is being exerted while remaining firmer in cooler areas. It automatically becomes “soft where you want it and firm where you need it” so your customers get unsurpassed pressure relief and body-aligning support.

Excess heat is channeled away through the open cells of the material. Heat flows from warm to cold and TEMPUR material's unique and proprietary formulation allows for superior heat dissipation. In fact, TEMPUR material has been proven to sleep cooler than memory foams, including those infused with gel.

HELPING CUSTOMERS CHOOSE A TEMPUR-PEDIC MATTRESS

Each customer has his or her own unique needs and preferences and Tempur-Pedic has a bed and pillow for everyone. That's why it's important to navigate the line properly by:

1. Helping the customer choose the perfect pillow.
2. Bringing the customer over to a bed and starting the Rest Test.

All Tempur-Pedic beds provide support and pressure relief, but that doesn't mean every bed is right for every customer. So how can you help a customer find the perfect bed?

Research at Tempur-Pedic shows that there are three key factors customers focus on when choosing a mattress:

FEEL, which is what the mattress industry has focused on for years, and SUPPORT and MOVEMENT.

That's why Tempur-Pedic has developed this helpful tool — the matrix guide below — to help you navigate the line.

Tempur-Pedic Collections



TEMPUR-Contour™
COLLECTION

Medium-Firm to Firm Feel



TEMPUR-Cloud®
COLLECTION

Soft to Medium-Soft Feel



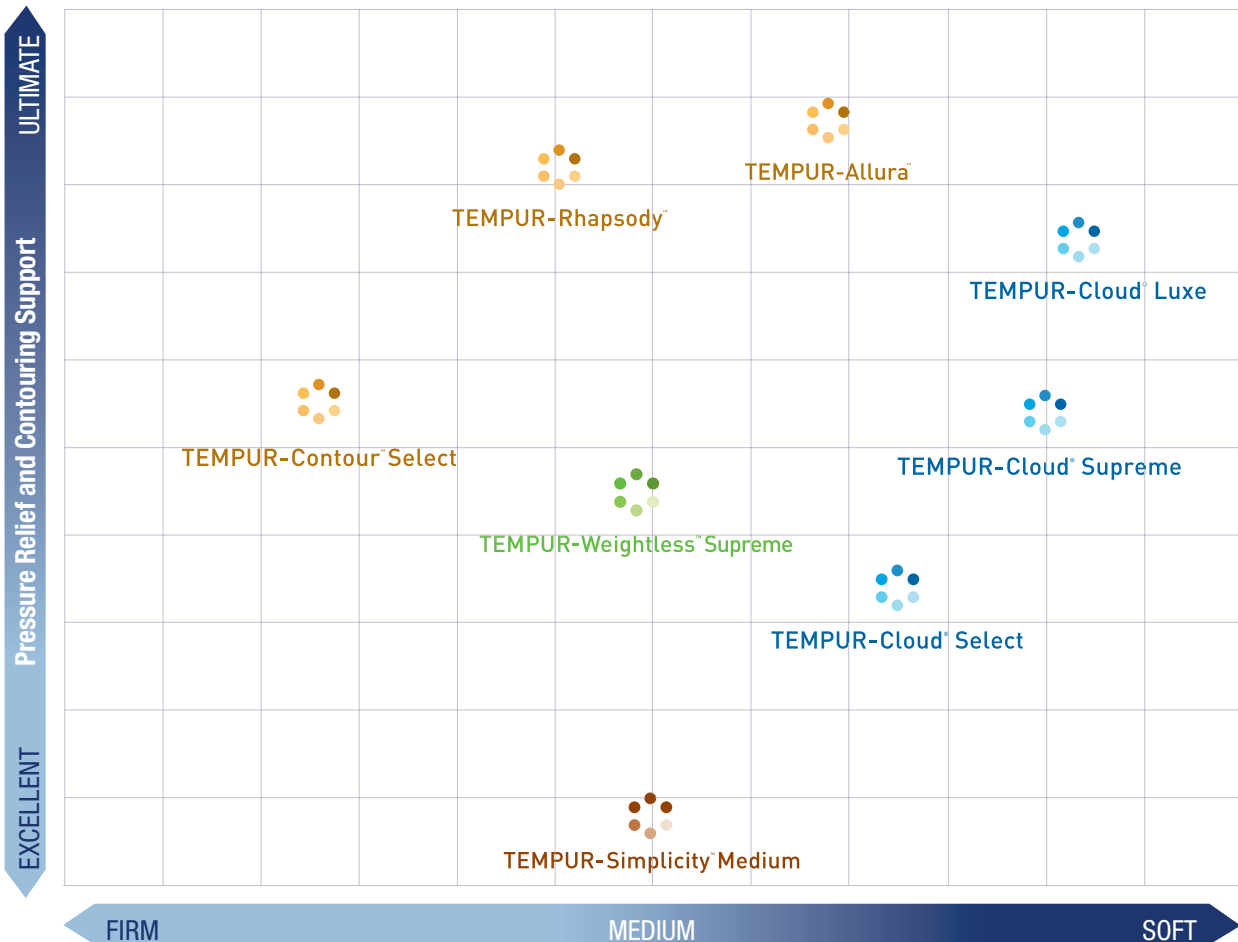
TEMPUR-Weightless™
COLLECTION

Medium to Medium-Soft Feel



TEMPUR-Simplicity™
COLLECTION

Soft, Medium or Firm Feel



THE TEMPUR-CONTOUR™ COLLECTION

Medium-Firm to Firm Feel



The TEMPUR-Contour Collection is targeted for customers who enjoy a firm initial feel. They like medium level contouring, and they demand the high support offered by all Tempur-Pedic beds.

KEY FEATURES AND BENEFITS

Pillow-Top — 13.5"
TEMPUR-HD; TEMPUR
Dual Support
System



TEMPUR-Allura™

TEMPUR-HD® Comfort Layer — Super-thick layer provides a luxurious feel.

TEMPUR Support Layer — Offers support and pressure relief.

TEMPUR-HD Pillowtop — Quilted pillowtop with elegant trim and sand MicroSuede sides for comfortable sleep and high style.

High — 12"
TEMPUR-HD; TEMPUR
Dual Support
System



TEMPUR-Rhapsody™

TEMPUR-HD Comfort Layer — Conforms to every curve and angle of your customer's body with precision.

TEMPUR Support Layer — Provides even more support, greater pressure relief and unsurpassed durability.

Supportive Cover — Cover features MicroSuede sides and a top made of stretchable TEMPUR-Tex®, Tempur-Pedic's innovative three-layer textile.

High — 10"
TEMPUR; TEMPUR
Single Support



TEMPUR-Contour™ Select

TEMPUR Comfort Layer — Integrated with a TEMPUR Support Layer to provide firm comfort along with the pressure relief and support your customers need to get their best night's sleep with proper alignment and correct support.

Knit Cover — Breathable, multi-fiber cover features a stylish, transitional pattern with reinforced MicroSuede triangle corner accents.

TEMPUR-CLOUD® COLLECTION

Soft to Medium-Soft Feel

The feel of a pillowy-soft mattress with the responsive support of a Tempur-Pedic, for the perfect combination of softness and support for more relaxing sleep.



KEY FEATURES AND BENEFITS

High — 13**
TEMPUR-ES; TEMPUR-HD
Dual Support
System



High — 11**
TEMPUR-ES; TEMPUR
Dual Support
System



High — 10**
TEMPUR-ES; TEMPUR
Single Support



TEMPUR-Cloud Luxe

TEMPUR-ES® Comfort Layer — Super-thick, ultra-soft layer embraces your customer's entire body in cloud-like comfort.

TEMPUR-HD Support Layer — Found underneath the comfort layer and provides unsurpassed, body-contouring support.

Luxurious Cover — Features an ultra-soft, stretchable top and coordinating MicroSuede sides with finely tailored, stylish accents. Helps to make this mattress the softest, most comforting bed Tempur-Pedic has ever created.

TEMPUR-Cloud Supreme

TEMPUR-ES Comfort Layer — Extra-thick layer creates a softer, more comforting sleep surface.

TEMPUR Support Layer — Conforms to and supports your customer's body in proper spinal alignment.

Ultrasoft Cover — Features a stretchable top with coordinating MicroSuede sides and stylish accent piping. Customers get the soft feel they want plus the benefits of body-contouring support, no motion disturbances and relief from pressure points.

NEW TEMPUR-Cloud Select

Upgraded Support System — Provides the adaptive, conforming support your customers need.

New Super-Stretch Cover — Has an Ecru MicroSuede base trim.

TEMPUR-WEIGHTLESS™ COLLECTION

Medium to Medium-Soft Feel



TEMPUR-Weightless mattresses deliver the famous adaptive support from Tempur-Pedic, plus extra responsiveness whenever your customers move. An extra-light TEMPUR-Feel™ is combined with TEMPUR-Float™ support for a feeling of weightless comfort.

KEY FEATURES AND BENEFITS

High — 12**
TEMPUR-ES; TEMPUR-Float
Single Support
System

**TEMPUR-Weightless Supreme Adaptive Support**

— Delivers an extra measure of softness, plus extra responsiveness whenever customers move.

Extra-Light TEMPUR-Feel — Provides effortless movement for a feeling of weightless comfort and support.

RESOLVING OBJECTIONS

Customer: I don't like the general feel of Tempur-Pedic mattresses. It feels like I'm in sand or sinking.

You: The TEMPUR-Weightless Collection is the solution! The new TEMPUR Technology is designed specifically for those customers who want the benefits of the adaptive support of TEMPUR materials, but aren't comfortable with the "enveloping" feel. The all-new Extra-Light TEMPUR-Feel provides extra responsiveness for easy movement in and out of bed. At the same time, your customers will still receive the unique benefits of TEMPUR-Adapt.

TEMPUR-SIMPLICITY™ COLLECTION

Soft, Medium or Firm Feel



The proven quality, long-lasting comfort and contouring support only Tempur-Pedic can deliver at a surprisingly affordable price.

KEY FEATURES AND BENEFITS

High — 8**
TEMPUR-Essential
SimplicitySupport
System

**TEMPUR-Simplicity Medium**

TEMPUR-Essential™ — Material comfort layer works with the SimplicitySupport™ System to absorb partner movements, provide relief from pressure points and deliver contouring support with a medium feel.

Hypoallergenic Cover — Provides your customers with the perfect balance of comfort and support with a clean, simple design.

RESOLVING OBJECTIONS

Customer: I love the feel of Tempur-Pedic beds, but the core line of Tempur-Pedic mattresses is outside my price range.

You: Tempur-Pedic spent years working to deliver TEMPUR-Adapt benefits in a mattress that's more affordable. The TEMPUR-Simplicity Medium mattress is the answer. It's authentic Tempur-Pedic, offering all the TEMPUR-Adapt benefits, in a simple, clean design, with a 25-year limited warranty. The higher-priced mattress collections offer your customers even more choice and luxury, but they get the essential TEMPUR-Adapt benefits with TEMPUR-Simplicity.

HELP YOUR CUSTOMERS CHOOSE THEIR FOUNDATION

TEMPUR-Ergo™ enables customers to turn their bed into a relaxing retreat. They can watch TV, read and, of course, sleep comfortably. And let your customers know age is truly not a factor: 50% of TEMPUR-Ergo owners are under 50!



TEMPUR-ERGO BASIC SYSTEM



- Wired remote control
- Superior head lift angle
- Smooth, quiet operation
- Durable, maintenance-free construction
- Battery reserve power supply
- 20-year limited warranty

TEMPUR-ERGO ADVANCED SYSTEM



- Wireless, LED backlit remote with four memory positions
- Superior wall-hugging design
- Highest head lift angle available
- Smooth, quiet operation
- Soothing wave massage system
- Durable, maintenance-free construction
- Battery reserve power supply
- 20-year limited warranty

THE CUSTOMER EXPERIENCE

Demonstrating TEMPUR-Ergo can dramatically increase your sales numbers! Transition by stating, “Let me show you how to make this mattress feel even better.”

1. Find their Sleep Position: Raise the upper body, then raise the lower body.
2. Demonstrate how to save the Sleep Position as preset No. 1 — press and hold No. 1 (remote lights will blink three times).
3. Return the customer to the flat position so they can feel the difference.
4. Find your customer’s Lifestyle Position, which is for reading, watching TV, working on their laptops, etc.: Raise the upper body, then raise the lower body.
5. Demonstrate how to save the Lifestyle Position as preset No. 2 — press and hold No. 2 (remote lights will blink three times).
6. Take them back to their Sleep Position by pressing preset No. 1.
7. Ask permission to incorporate the massage functions. Start with the lower-body massage and then try the upper-body massage.
8. Close the sale: “Would you like to include this adjustable base with your mattress today?”

TEMPUR-PEDIC FOUNDATION



The Tempur-Pedic foundation has been engineered specifically to enhance the benefits, performance and visual appeal of Tempur-Pedic mattresses. A nail-free structural design, constructed with durable medium-density fiberboard (MDF), is wrapped in luxurious MicroSuede. This foundation will enhance your customer’s sleep experience for years to come.

COVER OPTIONS

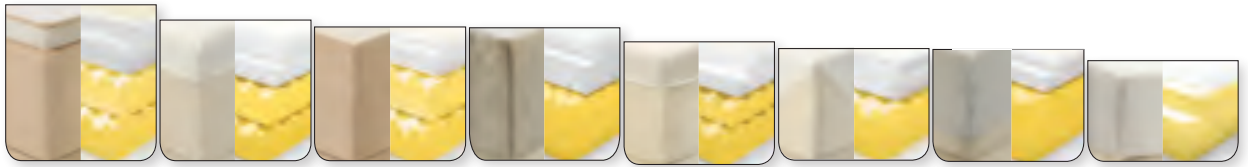


Ecrú



Sand

TEMPUR-PEDIC HAS A PERFECT MATTRESS FOR EVERY BODY



	TEMPUR-Allura™	TEMPUR-Cloud® Luxe	TEMPUR-Rhapsody™	TEMPUR-Weightless™ Supreme	TEMPUR-Cloud Supreme	TEMPUR-Contour™ Select	TEMPUR-Cloud Select	TEMPUR-Simplicity™ Medium
CONSTRUCTION								
Profile	Pillow-Top — 13.5 ^{**}	High — 13 ^{**}	High — 12 ^{**}	High — 12 ^{**}	High — 11 ^{**}	Traditional — 10 ^{**}	Traditional — 10 ^{**}	Traditional — 8 ^{**}
Comfort Layer	TEMPUR-HD	TEMPUR-ES	TEMPUR-HD	TEMPUR-ES	TEMPUR-ES	TEMPUR	TEMPUR-ES	TEMPUR-Essential™
Support Layer	TEMPUR	TEMPUR-HD	TEMPUR	TEMPUR-Float	TEMPUR	TEMPUR	TEMPUR	Simplicity Support™ System
Support System	Dual	Dual	Dual	Single	Dual	Single	Single	Simplicity Support™
Limited Warranty	25 years	25 years	25 years	25 years	25 years	25 years	25 years	25 years
MATTRESS COVER								
Textile (Top and Sides)	Quilted TEMPUR-Top and MicroSuede	Super-Stretch and MicroSuede	TEMPUR-Tex and MicroSuede	Super-Stretch and MicroSuede	Super-Stretch and MicroSuede	Multi-Fiber Knit and MicroSuede	Super-Stretch and MicroSuede	Micro-Denier Knit
Removable/Washable	NO	YES	YES	YES	YES	YES	YES	YES
Hypoallergenic	YES	YES	YES	YES	YES	YES	YES	YES
FOUNDATION OPTIONS								
Hi/Lo-Profile Platform TEMPUR-Ergo Adjustable Bases	Sand MicroSuede or TEMPUR-Ergo Advanced Adjustable Base	Ecrú MicroSuede or TEMPUR-Ergo Advanced Adjustable Base	Sand MicroSuede or choice of TEMPUR-Ergo Adjustable Bases	Ecrú MicroSuede or choice of TEMPUR-Ergo Adjustable Bases	Ecrú MicroSuede or choice of TEMPUR-Ergo Adjustable Bases	Ecrú MicroSuede or choice of TEMPUR-Ergo Adjustable Bases	Ecrú MicroSuede or choice of TEMPUR-Ergo Adjustable Bases	Ecrú MicroSuede or choice of TEMPUR-Ergo Adjustable Bases

*Measurements approximate

DISCOVER QUESTIONS

- Q.** How familiar are you with TEMPUR-Adapt?
- A.** There is no mattress technology like TEMPUR material. TEMPUR-Adapt senses your body's temperature, weight and shape all night long for an experience unlike any other.
- Q.** How often do you wake up because of your sleeping partner's tossing and turning?
- A.** TEMPUR material eliminates motion transfer between sleeping partners. It absorbs energy and relieves pressure so movement is not felt and you can sleep more soundly.
- Q.** Has mattress support been an issue for you in the past?
- A.** All Tempur-Pedic mattresses have legendary support. Multiple layers of TEMPUR material provide customers with the ultimate body-contouring support.

BE PREPARED

- Q.** I hear Tempur-Pedic mattresses sleep hot. Is this true?
- A.** This has been a concern in the past, so Tempur-Pedic talked to customers and hired independent researchers to find the answer.
- In independent lab testing, TEMPUR-Contour and the TEMPUR-Cloud Collection mattresses slept cooler than gel foam mattresses. The research also showed that 10% of all mattress owners (regardless of the brand they own) are dissatisfied because they sleep hot. But only 4% of Tempur-Pedic mattress owners report the same complaint. It's been proven that Tempur-Pedic mattresses don't sleep hot; only people sleep hot.

Sealy Mission Bay and Gel Comfort Series Mattresses



Sealy mattresses are known for their support and comfort, providing customers with great sleep, night after night.

KEY FEATURES AND BENEFITS

Mission Bay Select — Firm



Sealy Tech Innerspring — With 420 queen coil count. Provides proper support and distributes weight evenly, reducing pressure points so customers can get a good night's rest.

Advant-Edge System — Integrated with the innerspring to provide a stable and substantial feel, thus providing a more supportive mattress.

Luxury Knit Cover and New Aesthetics — Knit cover provides a soft, luxurious feel while the new aesthetics provide a rich look.

Sealy DuraTech Foundation — Provides support and stability to the mattress, helping to reduce shock and movement. Also keeps the mattress feeling newer for longer.

Five-Year Non-Prorated Warranty — Gives customers peace of mind.

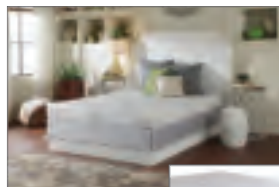
THE TOTAL SOLUTION

Once your customers have selected a mattress, remind them to shop for a box spring. The mattress and box spring are engineered to work as a set, providing optimum comfort and support.

Models vary by store but all are available on Sears.com.

KEY FEATURES AND BENEFITS

Gel Comfort Series: Boca Breeze, Ocean Pointe, Coral Bay



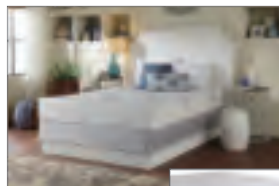
1" Layer of Gel Memory Foam — Promotes a cooler sleeping environment, less tossing and turning for customers, pressure-point reduction and no motion transfer.

Full-Wrap Luxury Knit Cover — A soft, luxurious feel.

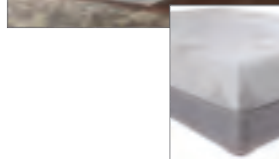


Polycore — Provides support and stability to the mattress with a solid and substantial base (6" on Boca Breeze and Ocean Pointe, 7" on Coral Bay).

Affordability — The latest in sleep innovation at reasonable prices.



10-Year Non-Prorated Warranty — Provides peace of mind for the customer.



Extra Memory Foam — Reduces pressure points and helps eliminate tossing and turning (one layer on Ocean Pointe and double thick layer on Coral Bay).

DISCOVER QUESTIONS

Q. How do you feel when you wake up?

A. Customers who wake up feeling achy or un-rested may be suffering from aggravated pressure points, caused by inadequate mattress support. Describe how the new Gel Comfort Series is designed to relieve pressure points, so customers wake up rested and energized every morning.

Q. How often do you lose sleep because you're too warm?

A. The new Gel Comfort Series uses Gel Memory Foam, which provides a cooler sleep environment for better rest throughout the night.

Stearns & Foster Estate and LUX Estate

Stearns & Foster Estate and LUX Estate mattresses are made with the finest materials in the industry: silk, linen, cashmere, cotton and latex are used for resiliency, comfort and durability.

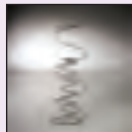


STEARNS & FOSTER®
ALWAYS DREAM™

COMMON FEATURES AND BENEFITS



Cashmere-Infused Covers with Indulge Quilt™ — Deliver support and deep-down comfort from head to toe. Specialty fiber layer between foams allows each to move freely, preventing friction and bunching. (LUX Estate features jumbo signature fluer-de-lis).



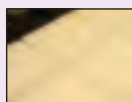
Individually Wrapped Titanium Intellicoil™ iD Coils — Twice as strong as steel. Provides increased motion separation and features an outer coil that cradles the body and an inner coil for deep-down support.



Foam-Encased Edge — 2.5" edge reinforced with a steel border rod to provide superior support.



Foundation — Available in traditional 9" profile or 5" low profile and customers can choose between a white linen color or dark brown color.



25-Year Warranty — 10-year non-prorated warranty and a 15-year prorated warranty to give customers peace of mind.

CaressFlex Foam™ — Flexes in response to individual silhouettes. Zoned to align with the layout of the encased coils to provide ideal conformance and deeper comfort (only available on LUX Estate).

KEY FEATURES AND BENEFITS

Stearns & Foster Estate



Angie (Luxury Firm, Luxury Plush, Luxury Firm EPT, Luxury Plush EPT)

Full Layer of Memory Foam — Conforms to the body, helping to reduce pressure points and improve circulation for a restful night's sleep.

Chasity (Ultra Firm, Luxury Firm, Luxury Plush, Luxury Firm EPT, Luxury Plush EPT)

Full Layer of Latex — Senses body weight and provides gentle support, unsurpassed pressure relief and responsive resilience for a restorative sleep.

Stearns & Foster LUX Estate



Alejandra (Ultra Firm, Luxury Firm, Luxury Plush, Luxury Firm EPT, Luxury Plush EPT)

One Full Layer of Memory Foam and One Full Layer of Latex — Provides conforming support and pressure relief for comfort for years to come.

Jeraldine (Luxury Firm EPT, Luxury Plush EPT)

Dual Full Layers of Latex — The ultimate in support and pressure relief.

THE TOTAL SOLUTION

- Once your customers have selected a mattress, remind them to shop for a specialty box spring. The mattress and box spring are engineered to work as a set, providing optimum comfort and support.
- Explain how Sears offers setup and haul-away.
- Availability varies by store, but all models are available on Sears.com.

Sears-O-Pedic

The Sears-O-Pedic mattress collection embodies a deep appreciation for style, comfort and unwavering commitment to craftsmanship. Each mattress in the collection has been designed to provide maximum comfort and proper support, with the attention to detail that is reflected in every Sears Exclusive Collection.

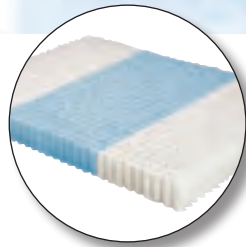
SEARS·O·PEDIC

KEY FEATURES AND BENEFITS

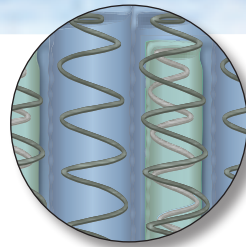
All Sears-O-Pedic mattresses include an innerspring system, which has four primary roles to help your customers get a good night's sleep: contour, support, coil memory and motion isolation.



Contour — Coils are individually wrapped, so they can flex in any direction and provide the ultimate in contouring. When contouring to your customer's shape, the mattress offers greater relief on pressure points.



Support — Mattress is zoned in the center third with a coil-in-coil construction. The exterior coils provide an initial soft and luxurious feel, responding to weight and body movement instantly. Once engaged with body weight, the interior coils react with increasing firmness, providing the essential support needed for proper spinal alignment.



Coil Memory — Coils are attached to neighboring coils, allowing them to spread weight across a larger sleep surface. This ensures the mattress will maintain its original height and strength and not sag.



Motion Isolation — Secure fastenings at the center of each coil pocket allow the innersprings to work independently, eliminating partner disturbance.

DISCOVER QUESTIONS

Q. Why should I buy a Sears-O-Pedic over a branded product?

A. Sears branded products are traditionally a better value than branded products. They offer the best in build and design, all for a lower price than other mattresses.

Q. Why position the coil-in-coil construction in the center third of the mattress?

A. Typically, the heaviest part of the body is in the center third. The coil-in-coil support system will equalize additional body weight for uniform, deeply individualized comfort over the entire unit.

Q. Why are there two different gauges of wire in the coil-in-coil support system?

A. The support zone (center third) features 15-gauge individually wrapped coils for additional strength. The comfort zone features 16-gauge individually wrapped coils for a more contouring and softer feel.

Serta iComfort

Selling the Cool Action™ Gel Memory Foam from Serta® iComfort® can be broken down into a few simple steps.

*i*comfort®
Sleep System by Serta®

KEY FEATURES AND BENEFITS: COOL ACTION GEL MEMORY FOAM

Smart — MicroSupport™ gel beads are infused into the Premium Memory Foam to provide superior support.

Cool — Gel conducts heat away from the body and the open cell structure increases airflow. This combination is 12 times cooler than ordinary Memory Foam.

Innovative — The latest advanced technology that delivers all the benefits of Memory Foam while helping solve some of the concerns, all at a better value than Premium Memory Foam.



SELLING iCOMFORT IS EASY AS G. E. L.

1. **Get** the iComfort Demonstration Tool and tell your customers the innovation story.

- Touch the Premium Open Cell Memory Foam
- Touch the Gel
- Experience the Cool Action Gel Memory Foam
- Watch the short video

2. **Experience** the iComfort Sleep System by Serta mattresses and pick a favorite.

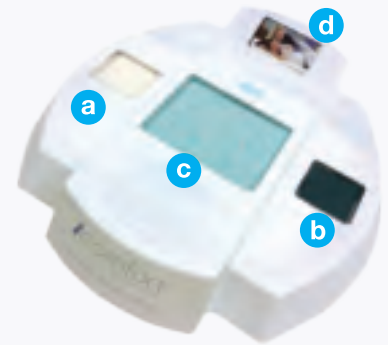
Start at the TOP and work down until your customer finds the perfect iComfort mattress.

3. **eLevate** the experience with the Serta Motion Perfect® Adjustable Foundation.

Rule 1: Get a firm commitment on the iComfort mattress before introducing the Serta Motion Perfect Adjustable Foundation.

Rule 2: YOU control the remote.

Goal: Find which preset position(s) create an emotional response from the customer and enhance the comfort and convenience of their lives.



WHEN DEMONSTRATING THE LIFESTYLE BASE:

- Lounge
 - Add lower massage
 - Add upper massage
 - Adjust massage intensity
- TV/PC (keep massage on unless told otherwise)
- Zero Gravity (keep massage on unless told otherwise)
- Ask** what their favorite preset position was, then **select** that favorite and let the customer “settle in.”
- Turn off** massage, then select **flat**. (Don’t say a word! Let the customer speak **first**.)
- Ask** the customer what they liked better: their favorite preset position (with massage) or **flat**?
- Select** their **favorite** preset (add massage if desired) and ask for the sale!

Simmons Beautyrest

The Simmons Beautyrest Black Series, Classic Series and North Gate Series feature the latest in comfort technology and offer support and conforming features for a restful sleep, night after night.



COMMON FEATURES AND BENEFITS: BLACK SERIES

AirCool Memory Foam — Open cell structure helps dissipate heat and maintains an ideal sleeping temperature. Conforms to the body while providing pressure point relief and freedom of movement.

Beautyrest Independent Support Technology — Uses alternating rows of Beautyrest Advanced Pocketed Cable Coil springs and Smart Response Pocketed Coil for progressive levels of personalized back support.

Ventilated Advanced AirCool BeautyEdge Foam

Encasement — Enhances airflow and offers superior support and stability to the edge of the bed to provide a firm seating edge to prevent any roll-off sensation.



Gel Touch Foam — Nestled in mattress quilting. Provides a gentle cooling effect to the mattress surface and enhanced contouring and conformability.

AirCool Mesh Border Fabric — High-tech fabric envelopes the mattress for greater airflow and a more breathable build.

KEY FEATURES AND BENEFITS

Adriana Extra Firm, Ansleigh Plush Firm, Brooklyn Firm Pillowtop, Georgianna Ultra Plush Pillowtop, and Leighton Ultra Firm Pillowtop

Variform Advanced Pocketed Coil Spring Technology — Enhanced strength and durability, increased motion separation and unparalleled conformance.

Triton European Foundation with Power Beam — 20% greater strength and durability than ordinary boxsprings without Power Beam construction.



COMMON FEATURES AND BENEFITS: CLASSIC SERIES

Advanced Super Pocketed Coil Spring — Motion separation to help eliminate partner movement for a more restful sleep.

High Carbon Steel Wire — Gives coils the strength and the ability to conform to individual bodies yet still spring back to shape.

Pre-Compressed Coils — Coils are placed in durable, non-allergenic fabric encasements. This allows the springs to adjust individually to the weight and contour of the body.

Thermally Bonded Springs — Adjacent springs are bonded together at the mid-section of the fabric. Because each coil is able to flex independently, there's no chain reaction of movement.

800 Power-Packed Super Pocketed Coils — Motion separation to help eliminate partner movement, plus comfort and conformability to shape. In firm 13.75-gauge wire or plush 15.5-gauge wire.

360° Foam-Encased Edge Support System with QuantumLock — A stronger, more durable edge and a larger sleep surface with a firm seating edge to prevent any roll-off sensation, plus no bulging or sagging borders (available on Grover Park and Cleora Pillowtop).

Triton Foundation with Power Beam — Offers superior strength and durability.

Sears Exclusive Ventilated BeautyFoam — Reduces pressure points while improving airflow to regulate temperature.

COMMON FEATURES AND BENEFITS: NORTH GATE SERIES

900 Smart Response Pocketed Coils —

Provides new levels of comfort, conformance, back support and motion separation. In firm 13.5-gauge wire or plush 14.75-gauge wire.



High Carbon Steel Wire — Gives coils the strength and ability to conform to individual bodies yet still spring back to shape.

Pre-Compressed Coils — Coils are placed in durable, non-allergenic fabric encasements. This allows the springs to adjust individually to the weight and contour of the body.

Thermally Bonded Springs — Adjacent springs are bonded together at the mid-section of the fabric. Because each coil is able to flex independently, there's no chain reaction of movement.

360° Foam-Encased Edge Support System with QuantumLock — A stronger, more durable edge and a larger sleep surface with a firm seating edge to prevent any roll-off sensation, plus no bulging or sagging borders.



Sears Exclusive Ventilated BeautyFoam —

Reduces pressure points while improving airflow to regulate temperature.

Triton Foundation with Power Beam —

Offers superior strength and durability.

KEY FEATURES AND BENEFITS

Ellet Firm and Plush, Cedar Lane Extra Firm, Plush Pillowtop, Firm Pillowtop and Woodmoor Plush Pillowtop, Firm Pillowtop
Multiple Layers of Quilted PurFoam — Enhances comfort and conformability.

Cedar Lane Extra Firm, Plush Pillowtop, Firm Pillowtop and Woodmoor Firm Pillowtop, Plush Pillowtop

Memory Foam — Gently conforms to the body with cradling comfort, which reduces tossing and turning and results in a more restful night's sleep.



KEY FEATURES AND BENEFITS

Glover Park Extra Firm, Firm Pillowtop, Plush Pillowtop

Convuluted Foam — Cushions every part of the body while helping to improve circulation by reducing pressure points.

Cleora Plush, Firm, Pillowtop
Multiple Layers of Quilted PurFoam — Enhances comfort and conformability.

Kalida Firm, Kalida Plush
Heavy-Gauge Coils and Foam Encasement — These starting premium models feature an enhanced design for comfort and durability.

La-Z-Boy PowerReclineXR

Exclusive to La-Z-Boy, the PowerReclineXR™ was designed to surprise and delight existing customers and attract new ones. It sets La-Z-Boy apart from the rest of the furniture industry with double the options of other power recliners, offering a relaxing experience unlike any other.

L A Z BOY®

Live life Comfortably.™



KEY FEATURES AND BENEFITS



1 Independently Power-operated Back and Leg Rest — Two motors — one controlling the chair back and the other controlling the leg rest — enable your customers to experience virtually limitless comfort positions. With just the touch of a button, your customers can move the back and leg rest independently or together in any combination, offering the ultimate in comfort.

2 Self-Adjusting Seat to Back Angle — Patented La-Z-Boy mechanism automatically adjusts the tilt of the chair base for comfort and support in all positions.

3 Comfort Grip Hand Wand — Allows your customers to control incremental reclining positions. It's mounted to the center of the rear rail, so customers can position the wand either on their left or right side, whichever is comfortable for them.

4 Backlit Buttons on Wand — Buttons will be illuminated any time there is power to the unit, day or night. Six buttons feature icons for easy visual recognition.

5 Leg Rest Safety Feature — Ensures the leg rest will not close when encountering an object in its path.

6 Smooth Rocking Motion — The La-Z-Boy relaxation feature your customers have come to depend on and appreciate.

7 Battery Backup — Returns the chair to the upright position in the event of a power outage.

SALES TIP

These products come with the famous La-Z-Boy limited warranty, one of the best in the industry. Explain the warranty to your customers, which will offer them peace of mind should anything happen to their new recliner.

DISCOVER QUESTION

Q. How long does it take you to find a comfortable position in your recliner?

A. The PowerReclineXR offers virtually endless combinations, so your customers are sure to find the perfect position for maximum comfort.



LA-Z-BOY POWERRECLINEXR AND ROCKER RECLINERS



Snuggle Upholstered Rocker Recliner

Three Colors — Cashmere, Coffee, Berry



POWERRECLINEXR: #90000/1/2

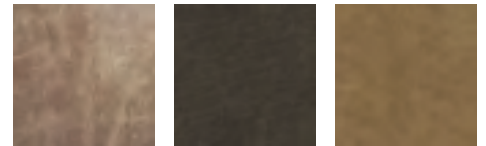
(CASHMERE/COFFEE/BERRY)

ROCKER RECLINERS (WITHOUT POWER): #90003/4/5 (CASHMERE/COFFEE/BERRY)



Palace Bonded Leather Rocker Recliner

Three Colors — Silt, Steel, Sand



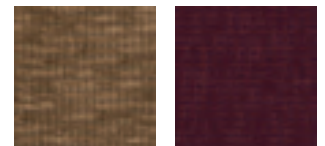
POWERRECLINEXR: #90006/7/8 (SILT/STEEL/SAND)

ROCKER RECLINERS (WITHOUT POWER): #90009, #90010/1 (SILT/STEEL/SAND)



Collins Upholstered Rocker Recliner

Two Colors — Truffle (chocolate brown), Vino (burgundy)



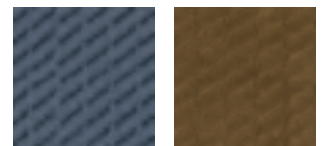
POWERRECLINEXR: #10000/1 (TRUFFLE/VINO)

ROCKER RECLINERS (WITHOUT POWER): #90012/3 (TRUFFLE/VINO)



Imperial Upholstered Rocker Recliner

Two Colors — Coastal (blue), Walnut (dark brown)



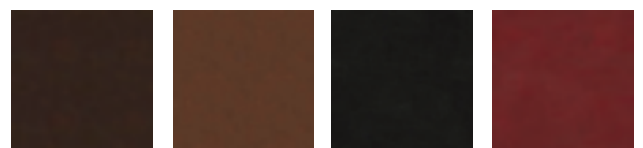
POWERRECLINEXR: #10002/3 (COASTAL/WALNUT)

ROCKER RECLINERS (WITHOUT POWER): #90014/5 (COASTAL/WALNUT)



Cantina Bonded Leather Rocker Recliner

Four Colors — Cocoa (dark brown), Saddle (light brown), Black, Red



POWERRECLINEXR: #10004/5 (COCOA/SADDLE), #90016/7 (BLACK, RED)

ROCKER RECLINERS (WITHOUT POWER): #90018/9 (COCOA/SADDLE), #90020/1 (BLACK, RED)

Protect-A-Bed Plush Mattress Protector

TWIN: #50661 (0111)

TWIN XL: #50662 (0197)

FULL: #50663 (0128)

QUEEN: #50664 (0135)

KING: #50665 (0142)

CALIFORNIA KING: #50666 (0159)

This Protect-A-Bed item provides your customers with comfort while protecting their mattress. It remains totally breathable, which keeps customers cool throughout the night.

PROTECT-A-BED®

Every Mattress Needs Protection™

KEY FEATURES AND BENEFITS

Absorbent Velour Top Surface — Super-soft surface provides customers with a luxurious feel. The absorbent material is especially helpful in circumstances of bedwetting and incontinence.

Miracle Membrane — 100% waterproof, yet breathable. Found under the top surface and won't trap body heat, allowing for cool, comfortable sleep, and it won't change the feel of a new mattress.

Provides Healthy Sleep Environment — The Miracle Membrane keeps moisture and skin cells out of the mattress, and ensures that dust mites and allergens can't breed in the mattress. This helps to prevent health problems such as eczema, coughing and asthma.

Machine Washable — Customers can machine-wash the protector in warm water and dry it on medium heat. This gives them easy care for cleanliness.

10-Year Product Warranty — Protect-A-Bed will replace a protector that has a manufacturing defect within 10 years of the purchase date, so customers can rely on it.



10-Year Stain Warranty — If the new mattress and protector are purchased on the same day, the mattress is covered by a warranty stating that liquid won't get through the protector and stain the mattress. If so, Protect-A-Bed will pay for professional cleaning or even replace the mattress.

SALES TIP

Recommend a Plush Mattress Protector with every mattress sale. It will protect the comfort layers of the mattress, the health of the sleeper and the mattress warranty.

DISCOVER QUESTIONS

Q. Have you ever had a mattress that sagged or had body impressions?

A. Bodily fluids seep into the mattress on a nightly basis, causing the cushioning materials to lose their resiliency. This protector will prevent fluids from getting into the mattress, keeping it newer for longer.

Q. Are you familiar with the warranty on your new mattress?

A. The mattress manufacturer's warranty is voided if there are stains on the mattress. This protector will ensure the warranty remains intact.

BE PREPARED

Q. Can I use this on an older used mattress?

A. Yes! It's estimated that a year-old unprotected mattress might have as many as 2,000,000 dust mites in it. The protector will instantly create a barrier so your customers will no longer be breathing in toxins or allergens.

ACCESSORIES

The Attachment Rate goal for Accessories is 33%. Advocate Premium Pillow Protectors to accompany your customer's new mattress protector for a complete solution!

STANDARD: #17500

QUEEN: #17501

KING: #17502



Stearns & Foster Chambercombe Pillow

The patented four-chamber design provides contoured, cushioned support and cradling comfort.



KEY FEATURES AND BENEFITS

Four-Chamber Design — Provides unique support for any type of sleeper, whether they prefer to sleep on their back, side or stomach.

2" Woven Jacquard Comfort Gusset — Firmer support for side sleepers and cradling support no matter what position your customers sleep in.

700 Thread Count Silk-Infused Cotton Cover — Offers a luxurious feel, yet it's highly durable and long lasting.

Luxura Down Alternative Fiber Fill — Silky to the touch with superior resilience for extra lofty comfort and support.

10-Year Limited Warranty — Covers all materials and workmanship for 10 years, giving customers peace of mind.



THE CUSTOMER EXPERIENCE

The customer should always test mattresses with a pillow. The display shams on mattresses are not real pillows — they're for appearance only. Encourage your customers to carry a Chambercombe pillow from mattress to mattress. Once they've selected a mattress, advocate a set of new pillows for optimal comfort.



SALES TIPS

- The Stearns & Foster brand is noted for excellent quality and durability.
- Most customers need a new pillow. The best time to choose one is when purchasing a new mattress. They should be purchased together as a comfort system.

BE PREPARED

- Q. Why isn't a queen size available?**
- A.** The super-standard size is between a queen and a standard. Most pillow sales are in either queen or standard and pillowcases are only one size, so it makes sense to combine the two sizes.
- Q. I have never paid that much for a pillow.**
- A.** Pillows today are made to complement the mattresses and provide a much better night's sleep. The designs, materials and workmanship are far better today than years ago. A pillow is priceless when it is right for you.

DISCOVER QUESTIONS

- Q. How long has it been since you replaced your pillow?**
- A.** Most people forget about replacing their pillow when buying a new mattress. A new mattress will feel different, and so will their pillow at home. Customers should purchase them together so everything feels comfortable when they get home.

- Q. What do you dislike most about your pillow?**
- A.** The pillow accounts for approximately 20% of a restful night's sleep. When your customers have one that is comfortable and durable, they can depend on night after night of good sleep.

Digital Journey

Sears Holdings has begun an upgrade of network infrastructure, devices, applications and processes to become the best technologically integrated retailer. This is the mission of the Digital Journey program. Read on to learn how Digital Journey will help increase your sales success!



IN-STORE NETWORK INFRASTRUCTURE UPGRADE

Did you know 77% of smartphone users use their phones to help them shop and 44% surf the web while they're in the store? Sears stepped up by working with Motorola to install Wi-Fi networks, so guest networks are now available in Digital Journey stores. This also helps you with the devices you use on the sales floor.



DEVICES: iHELDS AND IPADS

The iHeld is a fourth generation iPod touch with an attached sled. iHeld devices will replace the SNC handheld devices. In the first rollout, 11,000 iHeld devices were introduced into stores. With the new technology and accompanying apps, the hope is to improve store processes and make your time more effective and profitable, and we're continuously working on new apps and features.

Sears also initiated the largest corporate rollout of iPads ever, with 4,000 hitting stores in the first rollout. This gives you and your managers an unparalleled competitive advantage and helps to drive sales because

you have the right tools to succeed. From accessing competitor websites and using the SHOPSears app to driving Store2Home sales, there is so much more at your fingertips with the iPad.

SALESTODAY₂GO

Go to the online version of this magazine and click on this link to experience the Digital Journey!



USING DIGITAL JOURNEY WITH SHC CONNECT

SHC Connect is an application that will be your one-stop shop for everything you need to do your job effectively with the iHeld and iPad. Here's a quick run-through of everything available to you through SHC Connect.



SHC Connect Dashboard

- Access GameOn data for your store.
- Read news items from corporate or managers.
- See your WLP tasks.
- Configure the Most Common Apps, which allows you to customize your dashboard with shortcuts to the apps you use every day (such as GameOn and Pebble).
- Select apps from an easily accessible scrolling list. Everything in SHC Connect is designed to be intuitive and easy to use.

People Tab

- Allows you to see all of the associates who are currently logged into SHC Connect.
- Managers are able to see individual associate tasks, giving them a view into work being done by each associate and allowing them to manage more effectively.
- Other features, such as walkie-talkie, are still being developed and will be featured here as well.

Apps Tab

- Houses all the apps available on SHC Connect. They're available based on job code, so you don't have to see apps you don't use.

More Tab

- Houses other features of SHC Connect, such as the Photo Tool.
- Many other features are being worked on, so stay tuned for more information in future issues of *Sales Today* and future editions of *Digital Journal*.

DRIVING ASSOCIATE ADOPTION

Two Pebble groups have been created: Digital Journey and SHC Digital Leader. These Pebble groups have helped monitor feedback so we can find out what's working and what isn't. They're also where you can share your good ideas to help make the sales process even better!



- Digital Journey: For general information and questions.
- SHC Digital Leader: Voluntary program that puts you at the forefront of training and implementation efforts.

RIZE Electric Adjustable Beds

RIZE adjustable beds provide many ways to help your customers relax and be comfortable — asleep or awake — with their incline, lounge and massage features.



KEY FEATURES AND BENEFITS

#50406/7/8, RIZE CONTEMPORARY

#50403/4/5, RIZE RELAXER

#50400/1/2, RIZE CLASSIC

Two Heavy-Duty Motors — Easy lifting of head and foot of the bed.

“Sof-Touch” Remote Controls — Easy adjustability of the bed at the push of a button.

Backup Battery Systems — In the event of a power loss, customers are able to get back to a flat position.

Adjustable Headboard Brackets — Can be easily assembled to existing headboards.

70-Degree Incline — Inclines 10 degrees more than most other adjustable beds.

Lounge Feature — Enables customers to lower the foot of the bed to a true lounge position, which removes stress from the lower back (Contemporary and Relaxer).

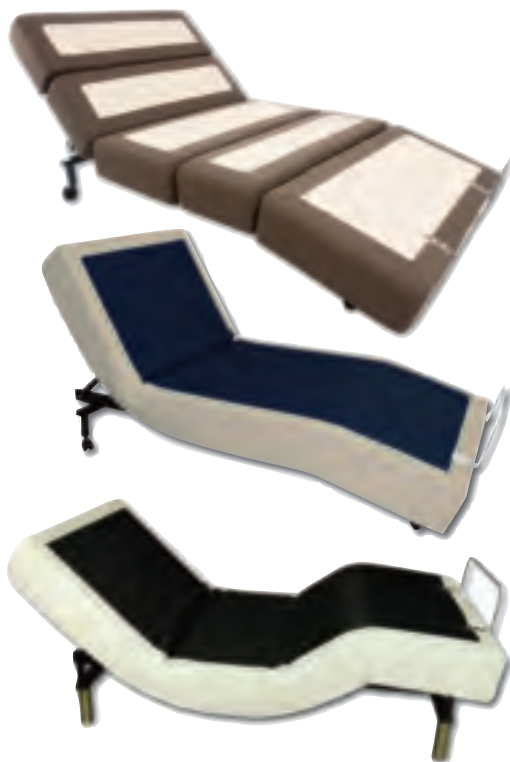
Therapeutic Dual Body Massage — Relieves tension, stress and muscle aches (Contemporary and Relaxer).

Wall Glide Design — Keeps the customers in close proximity to their nightstand, regardless of the position of the bed (Contemporary and Relaxer).

Head Rest Adjustment — Allows users to gently bolster their head and neck without the need for multiple pillows (Contemporary).

Under-Bed “Room Glow” LED Lighting — Provides subtle lighting to let customers get back to bed safely in the night (Contemporary).

Hard-Wired Remote Control — Easily elevates the upper and lower body with the push of a button (Classic).



#50406/7/8

#50403/4/5

#50400/1/2

DISCOVER QUESTIONS

Q. How often do you watch TV, work on a laptop or read in bed?

A. An adjustable bed provides greater comfort for customers when they are working or relaxing in bed. This makes them as functional as they are comfortable.

Q. Do you — or does anyone in your household — have problems with snoring or other medical conditions?

A. Elevating the head while sleeping can alleviate many common sleep disorders, including snoring or sleep apnea. It also helps with medical conditions such as acid reflux.

RESOURCES

All RIZE service issues are handled through the service network on dedicated hotlines — there are help lines for all products. Hours are scheduled to meet prime customer service needs and claims are processed via phone, fax or web.

Customer service representatives are available to answer questions at 1-800-333-8333 or via e-mail at rize@bedframes.com.

Setup and training videos are available at www.rizebeds.com.

BE PREPARED

Q. Can I use any mattress on a RIZE adjustable bed?

A. Almost any new mattress will work on this adjustable bed as long as it does not have a border wire.

Q. Can I use this with my existing bed or headboard?

A. Yes, a RIZE adjustable base comes with adjustable headboard brackets in the box, or it can be placed inside any existing bed.

No-Interest Financing with the Sears Card

No-interest financing (deferred-interest financing) with the Sears card is really quite simple. There are many ways in which it's great for the customer, as well as you and Sears!

WHAT IS NO-INTEREST FINANCING WITH THE SEARS CARD?

- A customer makes a purchase with (or applies and is approved for) their Sears card.
- No interest is charged if the customer pays off the purchase or balance on or before the end of the promotional period.



How it Helps Customers

- A mattress purchase is a long-term investment, and you want your customers to make the best choice for their long-term satisfaction.
- No-interest financing enables many customers to buy what they desire and lessen the immediate impact on their wallet.
- As you know, sometimes these purchases are unplanned expenses for the customer. By offering no-interest financing, you might be providing a helpful solution to the customer during a stressful time.

How it Helps Sears

- Higher tickets at higher margin.
- Sears card customers are loyal to the store for repeat purchases.
- They spend 3.5 times more and visit the store 2.5 times more than non-cardholders.
- Sears saves on third-party credit expenses when a customer uses their Sears card.

How it Helps You

- You can provide your customers with long-term satisfaction by choosing the best products for their needs and still giving them control of their budget.
- Your customer can make a larger purchase and stay within their budget.
- Higher sales volume for you and your store.
- You get \$2 for each complete Sears card application (once five valid applications are reached in a month).

How and When Do You Talk About No-Interest Financing?

HOW: Be genuine, sincere and confident. You are a sales associate who can offer help so your customers can get the product that best meets their needs while staying within their budget.

WHEN: During your normal sales process as you share price points. Normal customer questions and responses can be your guide.

- Let your customer know that we have special no-interest financing running today.
- You want to share this helpful information, as it is like an additional feature/benefit of the total sale.



**ENSURING A RESTFUL SLEEP
NIGHT AFTER NIGHT**



STEARNS & FOSTER®
ALWAYS DREAM™

