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Press Release

VMFS announces the transfer of ownership of its Grafton and West Bend locations

GRAFTON, Wis. – Verlo Mattress Factory Stores (VMFS), the nation’s largest Craftsman-Direct® mattress retailer, announces the transfer of ownership of its Grafton and West Bend locations to Adel Salameh, effective Aug. 8.

A Racine native, Salameh is no stranger to the VMFS family. He has been a franchise owner for 15 years and was even awarded the prestigious title of "Franchisee of the Year" by the International Franchise Association in 2007. Presently he operates stores in Delafield, Fort Atkinson and Watertown.

"I chose to be a part of Verlo because of its rich heritage of handcrafting the most superior mattresses one at a time, personalized for each and every customer," Salameh said. "The torch has been passed to me, and I am excited to be able to continue the tradition in Grafton and West Bend."

Salameh intends to make several improvements at both locations with plans set in motion for eye-pleasing additions to both storefronts and signage.

"The showroom floor will also be updated to feature more of what Verlo has to offer in the way of advanced technologies that complete the entire sleep system experience. Customers can expect the same high-quality accessories and products, such as airbeds, adjustable beds and customized models that contain memory foam and latex," Salameh said.

A celebration is being planned for September to mark the occasion with savings on floor models and specials on clearance items.

Salameh said an integral part of Verlo’s culture is community involvement.

"The re-grand-opening event will set the stage of things to come. Fundraisers and events that support the community are things that Verlo believes and practices in all of its locations," Salameh said.

For more information, stop in the 2089 Wisconsin Avenue, Grafton location or 900 Gateway

Court, West Bend location; or call 262.377.7711.

About Verlo Mattress Factory Stores

Headquartered in Fort Atkinson, Wis., Verlo Mattress Factory Stores is the nation's largest Craftsman-Direct® mattress retailer. Offering the only franchise opportunity in the \$8 billion-a-year sleep specialty industry, Verlo Mattress Factory Stores was selected as one of the 100 companies to be featured in the 2009 (3rd) Edition of Bond's Top 100 Franchises, competing with over 3,000 active North American franchise systems. Verlo was also named a Retail Giant of Bedding by Furniture Today in 2008 and earned a spot in Entrepreneur Magazine's 27th Annual Franchise 500 in 2006. Verlo's business model sustains the retail framework for custom-built mattresses, ornamental design beds, futon mattresses, assorted futon covers, futon frames, bolsters and pillows.

Currently, Verlo has a highly concentrated retail presence in the Midwest with stores expanding as far west as Colorado and as far south as Texas.

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