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FOR IMMEDIATE RELEASE

‘Extreme’ opportunity for Verlo Mattress Factory Stores

Whitewater, Wis. – Verlo Mattress Factory Stores, the nation’s largest Craftsman-Direct® mattress retailer, contributed to a life-changing transformation on ABC’s “Extreme Makeover” Home Edition’s” Nov. 13 episode.

The popular reality show delves into the lives of lucky families as they are forever changed when they learn they have been selected to have their home walls removed, their floors replaced and even their facades radically changed. Viewers witness not only the unbelievable renovation of the house, but during the final and emotional reveal, they see how the home makeover impacted the lives of the deserving families.

The Nov. 13 episode featured the Doug Goodale family from Wells Harbor, Maine. Doug, a veteran lobster fisherman, was forced to cut off his own arm after getting the sleeve of his oilskin caught in the winch during a fishing expedition. He didn’t let the loss of his dominant arm stop him from picking up the pieces of his life. Though incredibly difficult, he somehow taught himself to fish with only one arm and even rebuilt his boat. Due to dropping wages of a lobster fisherman now operating with one arm, plus lost wages and massive medical bills, Doug is unable to repair his family home.

That was where “Extreme Makeover: Home Edition” stepped in and Verlo Mattress Factory Stores was also there to help.

One of the Whitewater-based Verlo Mattress Factory Stores’ franchisees was asked to custom-craft a bed for Amanda Goodale.

In less than a week’s time, West Chester, Penn. Franchisee Foster Good was able to produce the mattress inscribed with Goodale’s name on it. It was transported safely to Maine by the deadline.

The specially crafted mattress was part of this fisherman’s biggest catch of the day – a brand new home for his family.

“We are very pleased and excited with this opportunity to provide a custom-made bed to this family,” Verlo Mattress Factory Stores Vice President Mike Schweiger said. “Verlo can demonstrate its full capabilities to customize any bed to any specification in very little time. This bed was designed to blend into the ‘Extreme Makeover: Home Edition’s’ show’s vision of the room they have in mind for the little girl without overpowering the design parameters they have established. The round bed will create excitement in this room setting and when you combine other design elements it becomes one within the overall theme.”

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Good echoed Schweiger's sentiments, citing that Verlo has stepped in on numerous occasions for worthy causes.

"We go out of our way to help people; it's part of my personal creed," Good said. "We have crafted mattresses for firehouses and other incredible causes at deep, deep discounts. We do this as a general course of our business. I think it's always nice to help people anytime."

Visit the ABC "Extreme Makeover: Home Edition" Web site, www.abc.go.com for more information about sponsors.

About "Extreme Makeover: Home Edition"

"Extreme Makeover: Home Edition" is produced by Endemol USA, a division of Endemol Holding. David Goldberg is the president of Endemol USA. The series is executive-produced by Tom Forman. The show airs Sundays (8:00-9:00 p.m. ET), on the ABC Television Network.

About Verlo Mattress Factory Stores

Headquartered in Whitewater, Wisconsin, Verlo Mattress Factory Stores is the nation's largest Craftsman-Direct® mattress retailer, providing specialty sleep products directly to customers. The Verlo Mattress Factory Stores Craftsman-Direct philosophy is a unique concept in the industry. Mattresses are handcrafted to customer's specifications.

In addition to mattresses, Verlo Mattress Factory Stores also sell a wide range of futon sofa sleepers and futon sofa sleeper mattresses. Customers will also find quality ornamental headboards, pillows and mattress pads.

Founded in 1958, Verlo Mattress Factory Stores currently has 73 locations throughout the United States. The Company opened its first franchise organization in 1981. In 2003, the company has signed 6 new franchise agreements and 4 resale agreements. The company has consistently demonstrated positive growth by number of units and gross sales. To learn more about our franchising opportunities, visit www.verlofranchise.com.

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