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## Press Release

### **Verlo Mattress Factory Stores joins social networking chatter**

FORT ATKINSON, Wis. – Verlo Mattress Factory Stores franchised mattress retailer recently announced it is now part of the mega social networking scene, with active participation on the sixth most popular Web site in the world, Facebook.

Social networking butterflies can now explore videos, photo albums and find out about upcoming sales promotions at participating Verlo Mattress franchises located in nine states by visiting: <http://www.facebook.com/home.php?#/pages/Fort-Atkinson-WI/Verlo-Mattress-Factory-Stores/47516556682?ref=ts>.

“Facebook now accounts for one third of all online social networking time,” Verlo Mattress Factory Stores Vice President Keith Mackey said. “We are excited to maximize the infinite opportunities available through sites such as Facebook.”

Facebook reports that it has an astounding 275 million unique users each month!

### **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 named a Retail Giant of Bedding by *Furniture Today* in 2008 and earned a spot in *Entrepreneur Magazine's* 27<sup>th</sup> 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.

Visit [www.verlo.com](http://www.verlo.com) or [www.verlofranchise.com](http://www.verlofranchise.com) and check out Verlo Mattress Factory Stores at <http://www.facebook.com/home.php?#/pages/Fort-Atkinson-WI/Verlo-Mattress-Factory-Stores/47516556682?ref=ts> and follow Verlo's tweets by visiting Twitter at <http://twitter.com/verlo>.

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