



FOR IMMEDIATE RELEASE

For media inquiries:
Julie Henningfield
Director of Communications
920.568.3103

Verlo Mattress Factory Stores' organizations pull together for relief effort

BEAUMONT, Texas - It has been just one month since Hurricane Ike dimmed the Texas coastline, leaving so many homeless or displaced for an indefinite period of time. With so many individuals faced with overwhelming loss, the challenge to local businesses is to be prepared to help and assist with replacing these necessities.

Area businesses, like Verlo Mattress Factory Stores of Beaumont, have committed to the responsibility to step up to the plate and help the community get back on its feet.

"Like so many other businesses in our area, we took some damage. Fortunately, the store's damage was minimal and could be fixed or replaced," local Verlo franchise owner Eric Lawrence said. "Unfortunately, it did limit some of our ability to produce and stockpile products we know our customers need."

Because of their own situation with damaged and waterlogged raw materials needed for constructing handcrafted mattresses, Eric and his wife, Phyllis, received assistance from their 'family' in Wisconsin.

“Just one example of these efforts will arrive on October 17 in the form of a 50-foot trailer – loaded with product,” Eric said. “Finished product was manufactured by Verlo Mattress Factory Stores of Greenfield, Wisconsin, using materials provided by VyMaC Corporation, at prices that allow us to extend significant savings to our Southeast Texas customers.”

Verlo’s corporate headquarters, VyMaC Corporation, Verlo’s major supplier; and Verlo Mattress Factory Stores of Greenfield – all based in Wisconsin - pooled their resources to provide Beaumont with the necessities to move forward.

“We have many individuals who are in need of mattresses, with the generosity of our Home Office, our supplier and our franchise counterparts, we are able to deliver on our promises to the community,” Eric said. “Because of this unified effort, we will be able to offer special pricing and special products to assist individuals in need of new beds – without breaking the bank.”

Additionally, Eric added, “I believe that businesses in Southeast Texas have a responsibility to help our communities to get back on their feet. Therefore, for every mattress we sell, a donation will be made to the Southeast Texas Food Bank.”

Verlo Mattress Factory Stores of Beaumont will put their pledge to action beginning this weekend.

For more information, call Verlo Mattress Factory Stores of Beaumont at 409.898.3900.

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* 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.

Visit www.verlo.com or www.verlofranchise.com for more information.