



Tim and Laurie Fettig to be honored by the International Franchise Association
VMFS franchise owners to represent Verlo Mattress in Washington, D.C.

MANITOWOC, Wis. - Tim and Laurie Fettig, Verlo Mattress Factory Stores of Manitowoc franchise owners, were selected to receive the Franchisee of the Year Award by the International Franchise Association, an organization founded in 1960 consisting of franchisors, franchisees and suppliers.

The Fettigs share the honors with individual franchise representatives.

The Fettigs will be recognized during the Franchise Appreciation Day Leadership Dinner, Monday, Sept. 15 in Washington, D.C., joined by Verlo Mattress Factory Stores Vice President Keith Mackey.

Winners representing franchise organizations will receive a special trophy and priority seating. The following day they will be taken to Capitol Hill to meet with members of Congress and their staff to share information about franchising.

Highlights of the Sept. 16 day include: a luncheon featuring keynote speaker and CNN News program anchor Paul Begala, "Road to the White House: Analyzing the 2008 Election." Individual Congressional appointments are also scheduled for the Fettigs by IFA Congressional Staff.

Mackey said the Fettigs were nominated for the award for continued improvement in store sales performance, merchandising/store appearance and customer service.

"The Fettigs consistently demonstrate the qualities of successful franchise owners," Mackey said. "It is our pleasure to recognize their exemplary efforts."

The Fettigs are excited to accept the award and are looking forward to the trip.

"It is a great honor to be recognized as franchisee of the year. It could not have been done without a great team of solid employees who daily go the extra mile to meet and exceed customer expectations. My deepest thanks and gratitude are given to my team because without them, we could not have achieved such success," Tim Fettig said.

Presently, the Fettigs own two stores within the Verlo Mattress Factory Stores organization, including Manitowoc, Wis. and Sheboygan, Wis.

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.