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Press Release

Verlo Mattress Factory Stores LLC promotes Roethe and Juoni

FORT ATKINSON, Wis. – Wisconsin-based franchised mattress retailer Verlo Mattress Factory Stores LLC has promoted corporate team members Jennifer Roethe and Mike Juoni.

Roethe, who joined Verlo Mattress Factory Stores LLC in 2003, has been promoted from franchise administrator to director of franchise compliance and government regulations. In her new role, she will be taking on more of the mandated responsibilities of overseeing the complete compliance of system-wide requirements, act as consultant to the vice president and shareholders on all legal matters as well as ensure that all of Verlo's retail operations meet current government requirements including CFR 1633 compliance and bedding industry regulations.

"Jennifer has demonstrated a strong desire to ensure that every detail is covered in a meticulous manner," Verlo Mattress Factory Stores LLC Vice President Keith Mackey said. "There is no better person to absorb these enormous responsibilities."

Juoni has been named executive director of operations. Collectively, Juoni has been with the Verlo Mattress Factory Stores LLC organization serving in many capacities since

1997 - with his most recent position being director of sales and retail operations. In his new role, Juoni will take over staff management and daily functions as well as organization and prioritizing of projects, tasks and daily functions of the corporate office.

“Mike has continuously proven that he possesses strong leadership qualities,” Mackey said. “The corporate office depends on his strengths as an effective leader to achieve the seismic goals we have set for ourselves.”

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.

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