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Press Release

Bergman joins Verlo Mattress Factory Stores corporate team

FORT ATKINSON, Wis. - Verlo Mattress Factory Stores LLC corporate team is pleased to welcome new Director of Sales and Retail Development Sean Bergman.

Bergman has already demonstrated his dedication to Verlo Mattress Factory Stores by leaving his previous home in sunny California and moving to chilly Wisconsin in February. In his new role, Bergman is responsible in assisting with the development, implementation and reinforcement of the Verlo Mattress Factory Stores identity, brand and religion – with a heavy focus on retail execution. He will lend his expertise to Verlo craftsmen and franchise owners in training support for the entire system.

Bergman possesses nearly 10 years in the bedding industry, having actually grown up in the business.

“My parents owned eight mattress retail stores in Virginia Beach,” Bergman said. “I have been exposed to this industry throughout my entire life.”

Bergman, a graduate of the University of Arizona – Tucson, developed his skill set and knowledge base in the bedding industry while attending college. He worked at Sleep

America in Arizona and then at Spring Air/Nature's Rest Mattress Company where he polished the arts of selling, determining and exceeding consumers' needs and expectations, developing merchandising programs, managing inventory and training new sales associates.

Prior to coming to Verlo Mattress Factory Stores, Bergman worked for E.S. Kluft and Company, Aireloom Bedding, in California. It was there that Bergman was responsible for opening new accounts nationwide and was accountable for developing new territories.

Bergman said it was not a difficult decision to leave California because Verlo Mattress Factory Stores appealed to his dynamic nature.

"When I was introduced to the Verlo Mattress Factory Stores concept, I saw the Craftsman-Direct identity to be so unique and different, enabling me the opportunity to utilize my strengths in manufacturing and sales training within one system," Bergman said. "Verlo Mattress Factory Stores is a multi-faceted organization, drawing upon so many differentiating factors in the competitive marketplace, that there's many possibilities for growth."

Bergman added that he is excited to work with the Home Office team in developing programs and concepts.

"I truly have never met such a competent and capable group of individuals," Bergman said. "I have a tremendous amount of respect for all of them. It was evident immediately from the first interactions."

"We are very pleased to have Sean as a member of the team," Verlo Mattress Factory Stores LLC Vice President Keith Mackey said. "His earnestness and willingness to jump right in are welcome assets. Verlo craftsmen most certainly will benefit from his knowledge base."

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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