



For Details Contact:
Julie Henningfield
Director of Communications
jhenningfield@verlo.com

201 N. Main St.
Suite 5
Fort Atkinson, WI 53538
www.verlo.com

Phone: 920.568.3103
Fax: 920.568.3140

Press Release

Verlo Mattress Factory Stores of Skokie relocates

SKOKIE, Ill. - Verlo Mattress Factory Stores of Skokie franchise owner Kerin Thomas-Smith has recently unveiled her new 2,600-square-foot location at 9332 Skokie Boulevard.

Thomas-Smith, who also owns a Verlo franchise in Morton Grove, said she decided to move the store from its former location at 4001 Golf Road, citing more visibility.

"We're now closer to Old Orchard Mall," Thomas-Smith said. "Parking is an improvement over the last location, and we have expanded our Saturday hours to accommodate individuals coming in to the area for dinner."

Thomas-Smith noted that the new location still offers the best selection of custom-made luxury beds, aligning with what Verlo Mattress Factory Stores of Skokie has done for the past 15 years and what the company has done for over 50 years!

"Innovation and customization are inherent qualities of Verlo," Thomas-Smith said. "That's what we pride ourselves on. We carry beds with pocketed coil technology, memory foam, Talalay latex as well as beds that can be adjusted to various comfort

levels. And don't forget we can make a luxury bed for the RV, camper, boat and hard-to-fit antique frame!"

She concluded by saying they look forward to serving customers' individual comfort and support preferences at the new location.

"We also look forward to our grand-opening event to be scheduled for early June," she said.

Details for the grand-opening event will be announced at a later date. For more information, call 847.933.1400.

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 and follow Verlo Mattress Factory Stores on www.facebook.com and on twitter.com/verlo.

###