



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 earns spot on Bond's Top 100 Franchises

FORT ATKINSON, Wis. – Verlo Mattress Factory Stores, the nation's largest Craftsman-Direct franchised mattress retailer, has been selected as one of the 100 companies to be included in the 2009 (3rd) Edition of Bond's Top 100 Franchises, competing with over 3,000 active North American franchise systems.

Selection was based on many variables, including historical performance, brand identification, market dynamics, franchisee satisfaction, level of initial training and ongoing support and financial stability.

As part of the honor, Verlo Mattress Factory Stores will have a 2-1/2-page write-up, which will include its detailed profile from www.WorldFranchising.com, and a logo.

"It is an honor to be acknowledged and recognized as one of the premier franchises among over 3,000 franchises available in the marketplace today," Verlo Mattress Factory Stores LLC Vice President Keith Mackey said.

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 check out Verlo Mattress Factory Stores on Facebook or follow Verlo on Twitter – [www.twitter/verlo](https://www.twitter.com/verlo).

###