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Press Release

VMFS of Wauwatosa planning move to Brookfield in the New Year

BROOKFIELD, Wis. – After five years of serving customers at the Verlo Mattress Factory Stores of Wauwatosa, 801 N. 108th St., location, franchise owners Greg Gardetto and Mike Murphy will premiere their new 3,400-square-foot location at 13735 West Capitol Drive in Brookfield the first week of January.

Gardetto said he has wanted to move the store to the high-traffic area of Capitol Drive for some time, citing several advantages to the move.

“The new location is more accessible for customers and the new showroom will be bigger and more up to date to showcase more of what Verlo has to offer,” Gardetto said.

He also added that the traffic at the Mayfair Road location in Wauwatosa made it very difficult for customers to get in and out of the parking lot several times a day.

Gardetto and Murphy are no strangers to the bedding business, additionally owning stores in the Greater Milwaukee area and Racine and Kenosha. Verlo Mattress Factory Stores of Greenfield, their main facility, handles all mattress production and service needs for all of their satellite locations.

(VMFS of Wauwatosa Move Con't)

“Our stores offer more than 20 models that can be customized to suit individuals’ comfort and support needs,” Gardetto said. “People can easily get overwhelmed by the brands, types and comfort of mattresses. Our craftsmen work hard to put the customer at ease when selecting a mattress; the customization factor just makes it even more comfortable for the customer.”

Gardetto invites customers to shop the new location and also plans on hosting a grand-opening promotional event throughout January at the new Brookfield store and other locations in Southeast Wisconsin.

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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