



FOR IMMEDIATE RELEASE

Verlo Mattress Factory Stores offers a little ‘TLC’ to ‘Broken Homes’ family

Wisconsin-based Verlo Mattress Factory Stores has helped transform one family’s nightmare into sweet dreams. The nation’s largest Craftsman-Direct® franchise donated custom-crafted mattresses to a family to be featured on the premiere episode TLC’s “Broken Homes” series with an airdate set for **Sunday, April 29** at 4:30 p.m. EST.

Verlo Mattress Factory Stores of West Chester, Penn., franchise owner Foster Good said he welcomed the opportunity to participate in such a worthy cause.

Good made the trek to Farmingville, N.Y. to deliver the beds Jan. 13. The unveiling of the new addition to the family took place Jan. 15.

The new series helps homeowners whose dream home has become a nightmare. Whether a remodeling job has gone wrong because of poor workmanship; an accident has left a fire-damaged kitchen; or an add-on has collapsed because no home inspection was undertaken; host Tom Zemon and his team of experts are on hand to fix the problems and offer do-it-yourself advice to homeowners so they can repair their home – and their relationship.

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 \$7.7 billion-a-year sleep specialty industry, Verlo Mattress Factory Stores 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 Florida.

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