



## **Salameh honored with Franchisee of the Year Award VMFS franchise owner Adel Salameh to represent Verlo in Washington, D.C.**

Adel Salameh, Verlo Mattress Factory Stores franchise owner, was selected to receive the Franchisee of the Year Award by the International Franchise Association, an organization founded in 1960 consisting of franchisors, franchisees and suppliers.

Salameh shares the honors with other individual franchise representatives.

Salameh will be recognized during the Franchise Appreciation Day Leadership Dinner, Monday, Sept. 10 in Washington, D.C.

Winners representing franchise organizations will receive a special trophy, priority seating and taken to Capitol Hill to meet with members of Congress and their staff to share information about franchising.

Verlo Mattress Factory Stores President John Siipola said Salameh has demonstrated the qualities of a successful franchise owner by working within the system, implementing the product and marketing programs, as well as following franchise guidelines to become a successful multi-unit operator.

“He has consistently participated in local associations and events, making Verlo a well-known brand in the community,” Siipola said.

Currently, Salameh owns three stores within the Verlo Mattress Factory Stores organization, including Fort Atkinson, Wis.; Delafield, Wis.; and Johnson Creek, Wis. He plans to open a new store Oct. 1 in Watertown, Wis.

### **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* 27<sup>th</sup> 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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