

FOR IMMEDIATE RELEASE

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**Greater Beloit Economic Development Corporation and Serta Mattress Company
Announce an Expansion Project in The I-90 Business Park**

Beloit, WI, September 12, 2007 - The Greater Beloit Economic Development Corporation and Serta Mattress Company are pleased to announce that Serta Mattress Company has planned on an expansion to their manufacturing operations at their Beloit facility located at 1500 Lee Lane in the I-90 Business Park.

Serta will construct a 60,000 square foot addition onto their present 140,000 square foot facility increasing the total size of the building to 200,000 square feet. Total investment for the new addition is estimated at \$2 million and construction is expected to begin this fall. When complete, the project will result in the creation of 30 new jobs. The Company has also bought property adjacent to their existing facility that will be used for truck trailer parking in order to accommodate the building expansion at the existing site.

Andrew Janke, Executive Director for the GBEDC, said of the project. "This will be Serta's second expansion at this location and, when completed, will allow the company to take full advantage of their location."

Beloit City Manager Larry Arft said, "Serta is a long-term corporate citizen of the community. We are very pleased to see the expansion and the creation of additional jobs which will benefit not only the company, but the community, as well."

About Serta Mattress Company – Serta is a bedding brand leader and the manufacturer of the best selling premium mattress in America, The Serta Perfect Sleeper®, the upscale Perfect Day® collection and the elegant Vera Wang by Serta® Collection. As the leading provider of mattresses to the hospitality industry, Serta partners with hotel groups such as Hilton Hotels, Marriott, Intercontinental Hotels Group, Bellagio Hotel, Wyndham Hotels, Omni Hotels, Choice Hotels, Accor Hotels and many more.

Headquartered in Hoffman Estates, Illinois, Serta has 24 U.S. and four Canadian manufacturing plants. In addition, Serta is distributed internationally in 60 other countries. With its worldwide network, Serta is able to respond quickly to customers' needs while preserving strict control standards to ensure the highest quality products.