

PRESS RELEASE
For Immediate Release

LOCAL BUSINESS OWNERS TAKE ON BIG BOX GIANTS

Two furniture rivals join forces to put their mattress competition to rest.

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WaterbedandFuton.com has just announced that it has joined forces with a rivaling furniture competitor in a new online ecommerce venture. *"MattressClubCanada.com is unlike anything you've ever seen before",* stated Mike Tersigni, President of WaterbedandFuton.com and co-owner of the new wholesale mattress business and ecommerce website.

Mattress Club Canada offers high quality, Canadian-made mattresses and other bed related products directly to consumers at wholesale prices and provides mattress stock inventory to bedroom, furniture and mattress retail stores across Canada. By joining the free club, anyone can receive instant discounts and savings on their already low prices for beds and mattresses. *"It's a win-win situation for all",* explains Mike. *"The mark-up on mattresses is so high that other retailers are making huge profits off their customers, yet with the economic downturn, people are struggling financially. I would rather make a few bucks and sell a lot of mattresses than make a lot of money at the expense of one or two customers."* Long time local furniture store manager and Mattress Club Canada co-owner Terry Cleaver added that, *"It is amazing how much less you can pay for a top quality mattress when it does not come with a brand name label. Now customers can save a bundle of money off the cost of a high quality mattress, while we benefit from selling many beds through the online store and our retail partners."*

But who buys a mattress online? You may be surprised to discover that the mattress and furniture industry in general has evolved into an aggressive, dynamic and lucrative marketplace. Canadians upped their furniture purchases during the first half of 2010, with mattress sales making the biggest gains during the first half of 2010, reversing two years of declining sales. According to Statistics Canada, sales for the January-June period were pegged at \$749.3 million, 16% more than the \$646.1 million for the 2009 period. Although this is below the pre-recessionary total of \$776.4 million tallied in first six months of 2008, mattresses have already begun fighting their way back to the top of all furniture sales. For mattresses, the profit margins and levels of competition are extremely high and show no signs of stopping the expeditious pace that this market is expanding at.

The Furniture Clearance Centre on Weston Road in Toronto was the first to hear about the new mattress venture and immediately wanted in on the action. Anyone wanting to see, touch and try a mattress from Mattress Club Canada prior to buying one is welcome to visit the Furniture Clearance Centre and any other retail location that wants to carry their products. Both Tersigni and Cleaver are excited to launch their new online mattress warehouse to the public and invite furniture, bedroom and mattress retailers across Canada to enquire about carrying their new line of Canadian-made, high quality mattresses and receiving bonus sales leads and free publicity on the MattressClubCanada website.

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www.LaunchNow.ca LaunchNow! provides communication and online/offline marketing, promotional and public relations services in the Durham and Greater Toronto regions.

MattressClubCanada.com

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www.MattressClubCanada.com MattressClubCanada is an online ecommerce wholesale and retail provider of quality mattresses to retail stores and customers across Canada, the USA and internationally.

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