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The All-New M3® Mattress by BEDGEAR® Debuts in San Diego at Mor Furniture For Less

San Diego Padres Players Are Among First to Get Fit with BEDGEAR's Innovative Modular Mattress

FARMINGDALE, N.Y, April 18, 2019 – BEDGEAR®, the Performance® brand of bedding, announces their expanded partnership with Mor Furniture For Less, one of the largest furniture retailers in the U.S., bringing the award-winning M3® Launchpad, the world's only modular mattress, to Mor's Miramar location in a brand-new BEDGEAR Performance Sleep Shop®. The new shop-in-shop provides customers with a true integrative experience, while the central location allows the greater San Diego, CA area to have access to BEDGEAR's revolutionary Performance sleep products. As a part of the Grand Opening Event of their Performance Sleep Shop, San Diego Padres outfielder, Hunter Renfroe and pitcher, Chris Paddock will get personally fit for their own BEDGEAR products and meet with fans.

Mor Furniture For Less and BEDGEAR have been partners since 2016, and BEDGEAR's Performance sleep products are currently available in all 35 locations. Mor Furniture For Less' Miramar location in San Diego, CA is their Flagship store and the first to feature BEDGEAR's M3 mattress which is designed to evolve with changing sleep patterns, physical conditions and seasons. The M3 reveal is accompanied by the latest in omnichannel retail technology, including a futuristic sleep pod that takes users on a journey to discover their personalized fit and how they can achieve more with No Comfort Compromise™. Consumers can then self-navigate through the easy-to-use "Build Your Launchpad" M3 wall, to choose their Independent Suspension and more to create their personalized fit bed.

"Since launching the M3 less than a year ago as the first mattress that guarantees each individual no longer has to compromise their comfort, we've seen the demand for personalized bedding soar," said Eugene Alletto, Founder and CEO of BEDGEAR. "We are thrilled to unveil this Mor Furniture and BEDGEAR Performance brand location where guests can get fit for 100% of their total sleep comfort, experiencing the latest interactive technology in an engaging environment."

Beyond the M3, consumers can demo a curated assortment of BEDGEAR's breathable bedding. This includes airflow-enhancing sheets, mattress protectors and blankets, as well as multiple Performance pillow series that feature different sizes, fabric technologies and fills to suit different sleeping positions, body types and temperature preferences. The personalized fitting experience allows each shopper to select a Performance Sleep System® comprised of all BEDGEAR's layers for an optimal sleep environment.

"As partners, Mor Furniture For Less and BEDGEAR are committed to bringing personalization and Performance lifestyle products to consumers as a key benefit to accomplishing more each day," said Matt Tranchina, CFO of Mor Furniture For Less. "Our partnership with BEDGEAR will further enhance our customer experience with an exceptional brand. We are already seeing a positive response to the M3 mattress and are looking forward to the future of this partnership."

San Diegans are invited to attend a Grand Opening event at the Mor Furniture For Less Miramar location at 6965 Consolidated Way in San Diego, CA from 5-7 p.m. on Monday, April 22nd for a chance to be one of the first to experience the M3. While there, guests will have the opportunity to meet with San Diego Padres

SLEEP FUELS EVERYTHING®

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players Hunter Renfroe and Chris Paddock. They'll be available to sign autographs and take photos with fans.

Additional information at: bedgear.com | facebook.com/bedgear | [Twitter: @bedgear](https://twitter.com/bedgear) | [@bedgear](https://instagram.com/bedgear) | linkedin.com/company/bedgear

About Mor Furniture For Less

As the largest West Coast family-owned and operated furniture company Mor Furniture for Less proudly offers incredible selection, quality and value at all 38 locations across 7 states. Each showroom is arranged into complete rooms to take the guesswork out of buying furniture. Carefully curated spaces showcase the latest in style allowing customers to visualize the furniture as it would appear in their home. Our professional sales team is always available to guide guests through the buying process and can offer a variety of finance options to suite any budget. Our family friendly environment creates a stress free shopping experience with popcorn, cookies and movies for kids. Shopping for kids furniture and mattresses are also simplified with designated spaces in our Kids and Teens areas as well as our SleepMor space within the store. Visit morfurniture.com for more information.

About BEDGEAR® PERFORMANCE®

As the only brand of Performance®, BEDGEAR® launched in 2009 with professional-grade bedding products designed to help Olympians and other career athletes prioritize sleep as part of their training regimens. In 2011, the company introduced personalized fit pillows and mattresses to consumers, touting a proprietary fitting process for 100% of each individual's total sleep comfort, based on their sleep position and body frame. BEDGEAR is sought-after for their patented airflow layers, the world's first moisture management fabric technologies, and personalized fit components, which create a more awake population. The brand has stayed true to its roots, becoming the choice of more than 15 professional and national sports teams and more than 200 individual athletes and opinion leaders, including the New York Road Runners, hosts of the world's largest marathon, the TCS New York City Marathon. A proud manufacturer in the USA, BEDGEAR focuses their innovation on being additive to growing local community and maintaining strong specialty retailers. BEDGEAR's products are sold in more than 4,000 retail stores across the globe and have earned more than 190 U.S. and worldwide patents and trademark registrations and pending applications. This thriving international presence has empowered BEDGEAR to grow beyond borders to a global footprint from which they're fostering a vision of World Peace through commerce. Sleep Fuels Everything®! Learn more at bedgear.com.

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