

MATTRESS Warehouse

NBC 4 WRC-TV
Attn: Liz Crenshaw, Consumer Watch

October 29, 2010

Ms. Crenshaw,

You called our offices recently regarding our advertised price guarantee and asked for a response from the company. This is our response. We understand that any piece you do is subject to time constraints, but we believe that you want to present a fair and balanced piece, and ask that any portion of this letter that is included in your piece be presented in its entirety.

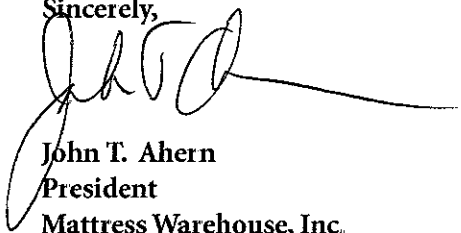
You mentioned having a copy of a "comparison sheet", which compares our lineup of product with product sold by competitors. You mentioned that you thought the sheet came from the manufacturers. This surprised us because we have asked manufacturers to provide us with comparison product information and they uniformly refuse to do so. While we do not doubt that you have such a document, we suggest that it may have been prepared by someone other than a manufacturer and the data may not be accurate or entirely accurate.

As you may know, manufacturers assign different names to very similar and comparable bedding product, and the product is sold to different retailers under the names assigned by the manufacturers. Thus, two or more retailers in the same market may sell very similar product but using the different names assigned by the manufacturers. This practice was adopted by the manufacturers, not the retailers, and we have no control over what names are assigned by manufacturers. Frankly, both Mattress Warehouse and consumers would be better served if the products were identical and given identical names.

You mentioned interviewing a salesman at our Pentagon Row store using a hidden camera. We have spoken to the store manager who said that most customers who ask about our price guarantees mention a competitor's price for a Stearns and Foster product. Our price guarantee states that it does not apply to Stearns and Foster (the manufacturer sets a minimum price below which the product cannot be sold). We do not know if the salesman was confused by the questions asked, but we have spoken with him and he fully understands Mattress Warehouse's price guarantee and offers it to our customers.

We trust this reply helps to shed some light on again, what we hope to be a fair and balanced news story.

Sincerely,



John T. Ahern
President
Mattress Warehouse, Inc.

4949 New Design Road, Frederick, Maryland 21703
phone 301.682.8504 ~ fax 301.831.4672
www.sleephappens.com