



## ***Exclusive Insider Franchise Offering***

Mattress Firm is embarking upon another exciting chapter in its franchising history. The Franchising Department has been working diligently for the past 18 months on a complete business package that includes extensive operating details in key areas such as operations, sales, marketing and store design. Leveraging the current success of our franchise network, combined with new and expanded tools, Mattress Firm will now launch a major growth plan with at least 200 new franchise stores in the next few years.

Mattress Firm is excited to announce an exclusive first time franchise offering to our current qualified partner network. Some components of qualification would be proper access to capital, a successful interview and business plan. Mattress Firm is dedicated to growing our brand in North America through franchising with the initial phase being a first choice offer of key territories.

We are committed to bringing together our industry leading brand with top new franchisee talent and combine it with our newly upgraded franchise offering to ensure the strongest franchise network possible.

Mattress Firm has worked tirelessly for years to establish itself as the top brand in the sleep industry. We know the best way to leverage our strength in the category is to establish new top tier outlets in key markets with the right franchisee partners. We are looking for the best and brightest. Our most successful franchisees will be the hard working and dedicated self starters with a team mentality that are willing to follow our detailed franchise system while realizing the dream of business ownership.

We have recently joined forces with Upside Group (USG), a leader in franchise development, to assist us in moving our franchise system forward. We have worked with USG to create the best franchise offering available and put our new franchisees in a position to succeed. Our new initiatives include revamped marketing strategies, customized franchise offerings for various areas of the country, new operations manuals and a rigorous selection and training process to provide a greater likelihood of the best results in a new franchise.

If you feel this opportunity fits your goals and aspirations, below are the procedures to follow:

- Make your direct supervisor aware of your interest in owning a Mattress Firm Franchise
- Email [franchising@mattressfirm.com](mailto:franchising@mattressfirm.com) with your complete name, contact phone numbers, address, region and store you currently work with, and your direct supervisor's name

Once all inquiries have been received we will forward you a franchise application to complete and together with USG we will be contacting all qualified candidates to explain the details of the program, answer questions and provide an overview of the costs.