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**Bedding Industry on Board with ‘Is it Home yet?’™ Campaign**  
*ISPA and SSA Join Industry-wide Marketing Effort*

(LAS VEGAS)—September 3, 2009— World Market Center Las Vegas is proud to announce the endorsement of the two largest bedding and mattress trade associations in its broad-based marketing effort designed to stimulate consumer spending on home furnishings. International Sleep Product Association (ISPA) and Specialty Sleep Association (SSA)—comprising 700 mattress and sleep product manufacturers, suppliers and retailers— join six other leading industry associations in their support of “Is it Home yet?”™ and the campaign’s first event, National Home Furnishings Month (NHFM).

“World Market Center Las Vegas has emerged as the premier bedding market in the country and in doing so we’ve developed strong partnerships with mattress producers, retailers and associations in order to create a dynamic marketing venue for their products,” said Robert Maricich, president and chief executive officer of World Market Center Las Vegas. “The bedding community’s support of this new, consumer-facing platform further reinforces our continued marketing partnership, and we believe will deliver extraordinary value over time for these brands and retailers.”

Maricich added the mattress category is a vital sector for the home furnishings industry, delivering some of the best margins for retailers, and fittingly should be branded among consumers. “For the consumer, the benefits of a good night’s sleep and a creating a sanctuary at home are compelling, and can be further reinforced throughout this campaign,” he said.

“World Market Center is to be applauded for their timing and creativity in launching this campaign and we are supportive of their efforts,” noted Don Wright, chairman of the International Sleep Products Association.

“We commend the efforts of World Market Center to stimulate awareness and sales in the home furnishing space. They have been true partners with the bedding industry which has resulted in its twice annual shows becoming the nation’s largest sleep products market,” said Specialty Sleep Association president Dale Read. “This upcoming market will showcase some major innovation in the bedding category, with manufacturers offering more green, environmentally friendly products than ever before, and new technologies that help consumers get a better and more restorative night’s sleep.”

Since the campaign was announced last month, enthusiasm and support have been building throughout the industry, and beyond. World Market Center Las Vegas has received a tremendous response from retailers, industry analysts, manufacturers and the media regarding the multi- layered

marketing program, which was created to jumpstart retail sales by encouraging consumers to reinvent their homes via small changes.

The comprehensive, multi-million dollar campaign will include advertising in major home furnishings publications, out-of-home (billboard) and an aggressive online plan on MSN, including sponsorship of the Room Design section that will generate an estimated 150 million impressions. Visits to [HomeYet.com](http://HomeYet.com) are going strong, as consumers are learning more about the industry-wide drive toward refurnishing their homes, which will culminate with a key retail period from September 19-27.

During Las Vegas Market, retailers can also visit the National Home Furnishings Month Retailer Activation Center located in Building C-412 to get more information on the campaign. Toolkits will be available, as well as seminars and information as to how retailers can benefit from this program, now and into the future. Retailers needing additional information on how to get involved with NHFM or have questions about the Retail Toolkit or Dealer Locator can email [retailstores@homeyet.com](mailto:retailstores@homeyet.com).

World Market Center Las Vegas is funding this multi-year \$20 million campaign, with the support of leading trade associations including National Home Furnishings Association (NHFA) and Western Home Furnishing Association (WHFA), Sustainable Furnishings Council (SFC), WithIt (Women in the Home Industries Today), Home Furnishings Independents Association (HFIA), American Society of Furniture Designers (ASFD), the International Sleep Products Association (ISPA) and the Specialty Sleep Association (SSA).

### **About World Market Center Las Vegas**

World Market Center Las Vegas is an integrated home and hospitality contract furnishings showroom and trade complex. The state-of-the-art campus showcases furniture, decorative accessories, gift, lighting, area rugs, home textiles and related segments, as well as the Las Vegas Design Center (LVDC), now open daily to consumers along with their designers. World Market Center currently hosts the preeminent Las Vegas Market<sup>SM</sup> biannually in February and September. And in February 2010 World Market Center will debut InspireDesign<sup>TM</sup> for manufacturers and companies serving the hospitality design marketplace. The Gift + Home<sup>TM</sup> show launches in June 2010, catering to the gift, decorative accessory and seasonal industries. For more information on World Market Center Las Vegas, visit [www.LasVegasMarket.com](http://www.LasVegasMarket.com). Find us on [Facebook](#) and [Twitter](#).

### **About International Sleep Products Association (ISPA)**

Established in 1915, the International Sleep Products Association (ISPA) is dedicated to protecting and enhancing the growth, profitability and stature of the mattress industry. As the industry's trade organization, ISPA represents over 600 mattress manufacturers and suppliers throughout the world. ISPA's wide range of member services include exclusive industry surveys and statistics, advocacy support, educational offerings, the industry's ISPA EXPO trade show, safety research through its Sleep Products Safety Council, consumer research and education through its Better Sleep Council, *BedTimes* and *Sleep Savvy* publications, the ISPAEarth<sup>TM</sup> Industry Sustainability Initiative, and more.

### **About Specialty Sleep Association (SSA)**

Founded in 1995, the Specialty Sleep Association (SSA) is a national not-for-profit organization created to facilitate the growth and positive awareness of the specialty sleep category. Its members develop and/or sell specialty sleep products, including natural and organic bedding, latex, memory foam, air, gel, water, adjustable, new spring technologies and related products. SSA membership is

comprised of more than 100 manufacturers and retailers ranging from small, family-owned businesses to large corporations.

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