



Baby's Journey™ is Counting Sheep

Juvenile Products Manufacturer Announces New Partnership with Serta®

Las Vegas, NV (September 7, 2014) – This fall, Baby's Journey, Inc., a juvenile products manufacturer focused on delivering insightful solutions for parents, is launching a new line of changing pads and accessories with Serta, the #1 mattress company in the United States. The product line includes Perfect Sleeper® brand changing pads and crib mattress pads as well as a variety of other multi-use pad accessories. Organic cotton options also will be offered for select items under the Perfect Balance® brand. The complete line of products features Serta's iconic Counting Sheep.

"We're excited to announce this licensing partnership. Baby's Journey's experience in the juvenile industry together with Serta's brand leadership and relevance, enables us to capitalize on many exciting growth opportunities within the changing pad and accessories category," stated Steve Gibree, Founder and President/CEO of Baby's Journey.

"This is the perfect opportunity to extend the attributes that Serta has long been known for into products that bring comfort to babies during their first days and months while ensuring parents that they are selecting top-quality items for their newest family members," said Kristi Morris, Director of Product Licensing for Serta.

Product will be available in stores and on-line at [Babies R Us](#) starting this month, with additional items rolling out to other select juvenile retailers in Spring 2015.

About Baby's Journey

Based in Pawtucket, Rhode Island, Baby's Journey, Inc. is a juvenile products manufacturer that designs, markets and distributes insightful and innovative product solutions intended to make every day parenting easier so parents can focus on what matters most...their baby. To learn more about Baby's Journey and their full line of products visit www.babysjourney.com.

About Serta

Serta and its licensees together are the #1 mattress manufacturers in the United States. Serta's product portfolio includes the Perfect Sleeper®, which is the Only Official Mattress of the National Sleep Foundation, and the iComfort® Sleep System, both named Consumers Digest Best Buys. Serta's brands also include the iSeries® Hybrid Sleep System and the exclusive Trump Home® and Bellagio at Home® mattress collections.

As the leading provider of mattresses to the hospitality industry, Serta partners with hotel groups such as Hilton Worldwide, Marriott International, Intercontinental Hotels Group, Choice Hotels International, Best Western International, Omni Hotels and Resorts, as well as Bellagio Las Vegas. Serta has 23 U.S. and four Canadian manufacturing plants. In addition, Serta is distributed internationally in more than 150 other countries. Serta also partners with 16 product licensees who manufacturer and market a range of comfort-related products under the Serta brand in the US and other international markets. With its worldwide network, Serta is able to respond quickly to customers' needs while still preserving strict control standards to ensure the highest quality. For more information, visit www.serta.com.

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