



Serta® and Donald Trump Ask Consumers to Put the Counting Sheep Back to Work

Hoffman Estates, IL (July 26, 2010) – Serta and Donald Trump want to help the Counting Sheep get back to work and are enlisting the help of Serta's ever-growing Facebook community. The "Counting Sheep for Hire" Contest launches on July 26th and invites Facebook users to help Mr. Trump find the perfect job for the Counting Sheep at the Trump Organization. The contest will be supported with a three-part web series on YouTube starring the world's most famous businessman, Donald Trump, alongside the world's most famous Counting Sheep, #1. Created by Doner, Southfield, Mich., the web series also launches on July 26th exclusively on Serta's YouTube channel <http://www.youtube.com/user/MattressSerta>.

The contest will be open for entries over a three-week period with one new "webisode" premiering each week. Facebook users can enter the contest by writing a "letter of employment recommendation" on behalf of the Counting Sheep to Donald Trump. At the end of the entry period, Serta will have selected a group of finalists and let the Facebook community vote for the winner. One grand prizewinner will receive a Trump Luxury Suites Getaway at the Trump International Hotel in Las Vegas. The remaining finalists will receive a variety of Trump branded gifts, including a limited edition Trump Home™ mattress by Serta for the runner up.

Winners will be selected on August 30th, one day before the world premiere of a new commercial starring Donald Trump and the Counting Sheep (in which the job Mr. Trump selects for the flock will be revealed). The commercial (also created by Doner) will support Serta's Labor Day retail event, the Luxury Suites Mattress Savings Event, which features a limited edition Trump Home Luxury Suites mattress.

"The Counting Sheep for Hire contest allows Serta to extend our national event support into the social media space, where we have already had success connecting consumers with our brand," says Bob Sherman, President of Serta. "The contest launches three weeks before the television campaign begins, allowing us to tap into the reach of social media and drive more consumer interest in the Luxury Suites Mattress Savings Event in time for Labor Day."

Serta is offering consumers a "sneak peek" into the Counting Sheep for Hire contest on their YouTube channel on July 23rd <http://www.youtube.com/user/MattressSerta>. Visit Serta's Facebook page starting July 26th for additional contest details (www.facebook.com/Sertamattress).

The new television commercial will be available for viewing on www.serta.com and on Serta's YouTube Channel on August 31st. Retailers can get an advanced screening by visiting Serta at the World Market Center Las Vegas in Space A-710.

About Serta:

Serta is a bedding brand leader and the manufacturer of the best selling premium mattress in America, The Serta Perfect Sleeper®, the upscale Perfect Day® collection and the elegant Vera Wang by Serta® Collection. For more information, visit, www.serta.com <<http://www.serta.com>>. As the leading provider of mattresses to the hospitality industry, Serta partners with hotel groups such as Hilton Hotels, Marriott, Intercontinental Hotels Group, Bellagio Hotel, Wyndham Hotels, Omni Hotels, Choice Hotels, Accor Hotels and many more. Serta has 23 U.S. and four Canadian manufacturing plants. In addition, Serta is distributed internationally in 60 other countries. With its worldwide network, Serta is able to respond quickly to customers' needs while still preserving strict control standards to ensure the highest quality products.

About Doner

Doner is one of the largest independently owned advertising agencies in the world, with approximately \$1.5 billion in combined billings. Based in Southfield, Mich., the agency has offices throughout North America, as well as in London, and does business in more than 30 countries for clients including Mazda, Amazon.com, The Coca-Cola Company, ADT, DuPont, The Coleman Company, Shell Oil and Sherwin-Williams. A full-service, performance-driven agency, Doner focuses on creating ideas that change the destiny of brands through creativity. Please visit our website at www.doner.com.

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