

JUL 30 2008
 Sleep better with comfort you control



Every body is different.
 Only a SLEEP NUMBER® bed lets you find your SLEEP NUMBER® setting. You control the firmness and support, all in the touch of a button. Because the most comfortable sleep is the one you control yourself!

Discover your Sleep Number setting and sleep better.
 Ordinary beds use coil spring mattresses, distribute weight unevenly, creating uncomfortable pressure points. That's why you toss and turn so often, and wake up with aches and pains. But a Sleep Number bed reduces pressure points.

And since every day is different, you can select the Sleep Number setting that's ideal for your body that night. Need more softness after a demanding day? Choose a lower Sleep Number. Want firmer support? Select a higher one. With settings ranging between zero and 100, you're sure to find the Sleep Number setting that's perfect for you.

Over 5 million people own a Sleep Number bed. Not surprisingly, many of them say they could never go back to an ordinary bed. Recent studies show why: In one, 92% of participants who slept on a Sleep Number bed reported back-pain relief, while 90% said other aches and pains were reduced.*

LIMITED-TIME BONUS!
 FREE \$50 THANK YOU GIFT CARD

Great for couples.
 Because nine out of 10 couples aren't comfortable on the same bed, each side of the Sleep Number bed adjusts independently. With dual adjustability, there is no need to compromise. You can change your Sleep Number setting any time you like, without disturbing your sleeping partner.

Well built, well backed.
 The Sleep Number bed is one of the best built beds you can buy. To back it up, we give you a 25-Year Limited Warranty. So you can sleep soundly knowing you'll enjoy your bed for decades. And we're proud to say that our beds are hand assembled in the USA.

To order or learn more:
 1-800-831-1211, ext. 37553

sleep  number.
 by SELECT COMFORT

It's the bed that counts.™

* Descriptions of clinical studies conducted on the Sleep Number® bed are available by calling 1-800-831-1211.
 † For all items the purchase of any Sleep Number bed or accessory item of \$100 or more. Restrictions apply. Not valid on internet orders.