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WINNDOM™

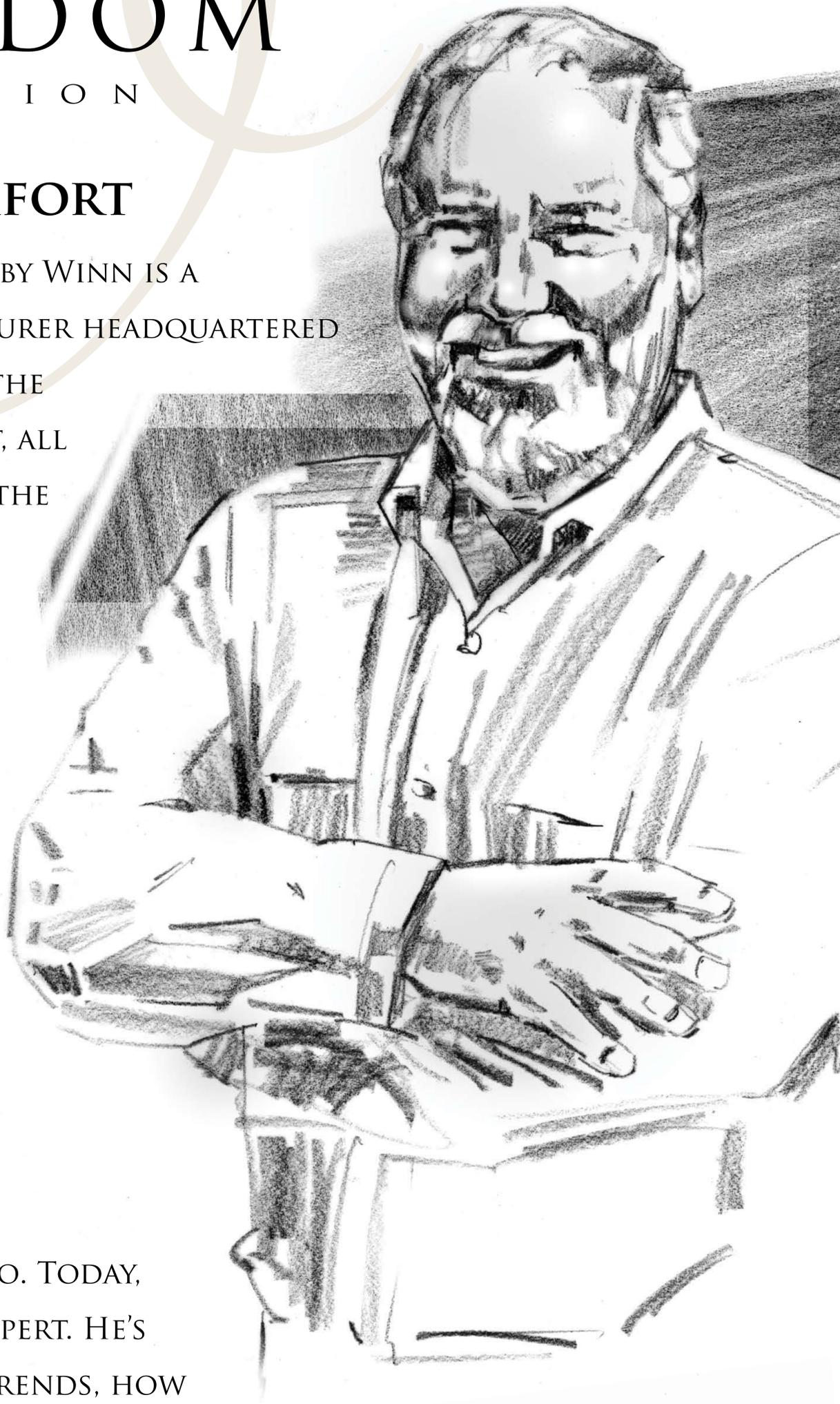
COLLECTION

A VISION OF COMFORT

ON PAPER, CUSTOM COMFORT BY WINN IS A PREMIER MATTRESS MANUFACTURER HEADQUARTERED IN HOPEWELL, VIRGINIA. BUT THE COMPANY IS, IN EVERY RESPECT, ALL ABOUT WINN BUTTERWORTH, THE PRESIDENT AND CEO.

WINN GREW UP IN HOPEWELL, STUDIED AT THE UNIVERSITY OF VIRGINIA, AND THEN LEARNED THE MATTRESS TRADE AS A SALESMAN FOR ONE OF THE BIG MATTRESS MANUFACTURERS. TEN YEARS LATER, HE STARTED HIS OWN MATTRESS COMPANY BACK IN HIS VIRGINIA HOMETOWN.

THAT WAS NEARLY 20 YEARS AGO. TODAY, WINN IS A BONA-FIDE SLEEP EXPERT. HE'S INFORMED ABOUT INDUSTRY TRENDS, HOW MEDICAL ISSUES AND LIFESTYLE CHANGES AFFECT SLEEP, AND HOW TECHNOLOGICAL ADVANCES HAVE CHANGED THE WAY PEOPLE SLEEP. THE RESULT OF EVERYTHING HE'S LEARNED IS HIS VERY OWN WINNDOM™ MATTRESS COLLECTION.



Winn Butterworth



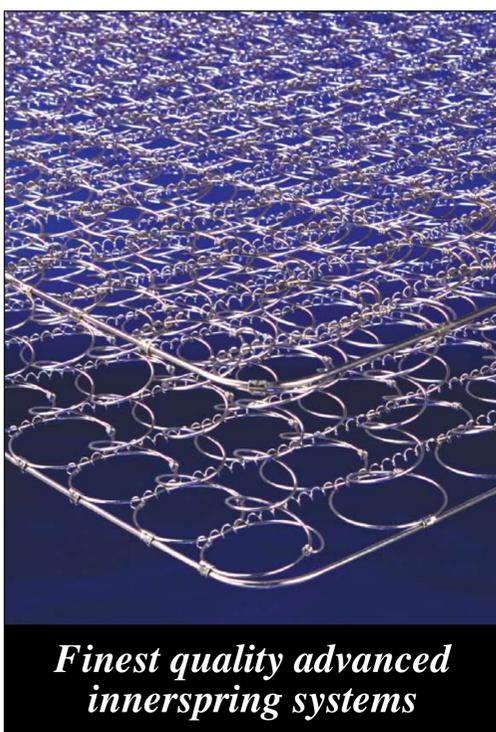
WINNDOM™

By Custom Comfort

EVERY WINNDOM MATTRESS IS MADE WHERE THE VERY FIRST ONE WAS MADE, IN A RETIRED HIGH SCHOOL-TURNED-MATTRESS FACTORY. THE GYM IS PART OF THE MANUFACTURING FACILITY AND THE OLD LOCKER ROOMS SERVE AS OFFICES. DIFFERENT? OF COURSE, BUT A HIGH-GLOSS, HIGH-SPEED FACILITY JUST WOULDN'T BE RIGHT. BECAUSE IT'S NOT ABOUT HOW FAST WE MAKE OUR MATTRESSES, IT'S ABOUT HOW WELL WE MAKE OUR CUSTOM MATTRESSES.

THE MAKING OF THE WINNDOM MATTRESS COLLECTION

THE WINNDOM MATTRESS IS MADE WITH A "TEMPERATURE-SMART" FOAM THAT RESPONDS TO YOUR BODY CONTOURS, SLEEP POSITIONS AND TEMPERATURE FOR INCREDIBLE CUSTOMIZED COMFORT ALL NIGHT LONG. IT ALSO REDUCES STRESS ON KEY PRESSURE POINTS SUCH AS HIPS, KNEES, AND ELBOWS.



- OUR INNERSPRING MATTRESS UNITS ARE THE FINEST QUALITY
- MADE WITH A HIGHLY ADVANCED FOAM, SOME WERE ORIGINALLY DEVELOPED FOR NASA TO RELIEVE THE ENORMOUS PRESSURES OF SPACE FLIGHT ON ASTRONAUTS
- PROVEN TO REDUCE TOSSING AND TURNING
- CONFORMS TO EVERY CURVE OF YOUR BODY, ENCOURAGING NEAR PERFECT SPINAL POSITIONING, PRESSURE/WEIGHT DISTRIBUTION AND SUPPORT
- ELIMINATES PRESSURE POINTS AND HELPS WITH BLOOD CIRCULATION
- MADE WITH AN OPEN-CELLED STRUCTURE THAT DOESN'T ALLOW FOR HEAT BUILDUP
- RETURNS TO ITS ORIGINAL SHAPE IN THE MORNING
- AVAILABLE IN YOUR CHOICE OF INNERSPRING OR ALL-FOAM VARIETIES
- FOAMS ARE AVAILABLE IN PLUSH OR FIRM VERSIONS



WINNDOM™

The Difference

WHAT MAKES A MATTRESS COMPANY TRULY DIFFERENT?

TO WINN, THERE ARE THREE THINGS:

1

YOU NEED A REASON FOR BEING THAT GOES BEYOND JUST SELLING MATTRESSES. WHILE SOME OF OUR COMPETITORS SELL MATTRESSES, WE SELL A GREAT NIGHT'S SLEEP

2

YOU NEED TO PAY ATTENTION TO THE LITTLE THINGS. THE QUALITY IS EVERYWHERE IN OUR MATTRESSES, FROM THE FOAM AND POLYESTER FIBER, BOXSPRINGS, AND HARDWOOD FRAMES THAT ALL EXCEED INDUSTRY STANDARDS. WE NEVER FORGET THAT WHILE YOU CAN'T ALWAYS SEE QUALITY, YOU CAN ALWAYS FEEL IT.

3

YOU NEED TO BE EASY TO GET ALONG WITH. IF YOU HAVE A QUESTION OR CONCERN ABOUT YOUR NEW MATTRESS, GIVE WINN A CALL AND HE'LL TAKE CARE OF IT. WHEN WAS THE LAST TIME A MATTRESS COMPANY GAVE YOU THAT KIND OF GUARANTEE?

TESTIMONIALS ARE CONSUMER PROOF THAT OUR PRODUCTS ARE ONE OF A KIND AND A MUST WHEN CHOOSING A NEW MATTRESS FOR YOUR HOME. DON'T HESITATE, CALL ONE OF OUR RETAILERS TODAY. TO FIND TESTIMONIALS AND RETAILER LISTINGS, PLEASE VISIT OUR WEBSITE AT WWW.WINNDOM.COM FOR MORE INFORMATION