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INTERNATIONAL CHIROPRACTORS ASSOCIATION ENDORSES MLILY MATTRESSES, WILL COLLABORATE ON BRAND FOR PRODUCT DEVELOPMENT

KNOXVILLE, Tenn. – The International Chiropractors Association (ICA) has given its endorsement to all MLILY USA products and will collaborate with the leading mattress manufacturer to jointly develop new products in the future. Under terms of the long-term deal, the ICA seal will soon start appearing on the MLILY-branded products.

All MLILY products recently completed an extensive evaluation by ICA’s review board of chiropractors and were recognized for allowing the spine to be in its natural position while supporting the body during sleep.

“Our company has always been at the forefront of sleep science, so the ICA endorsement was very rewarding to us. The fact that all our mattresses met their high standards across the board is a real testament to our company’s senior leadership and our research and development team,” said Glenn Kobylarczyk, executive vice president MLILY USA. “So many companies in the mattress space make claims about healthy sleep, but this endorsement sets MLILY apart in terms of our products meeting a higher standard.”

Established in 1926 in Davenport, Iowa, USA by Dr. B.J. Palmer, the ICA is the world’s oldest international chiropractic professional organization representing practitioners, students, chiropractic assistants, educators and lay people globally. Dr. Palmer is considered to be the

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MLILY ICA ENDORSEMENT

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‘developer’ of chiropractic. The group protects and promotes chiropractic as a distinct health care profession predicated upon its unique science, art and philosophy.

In addition to the product endorsement, the ICA will collaborate with MLILY’s research and development team on new products. The manufacturer will be able to tap into the organization’s highly regarded scientific research and be able to access the thought-leadership of its members.

A comprehensive training program for company sales representatives and RSAs launched at the recent Winter Las Vegas Market.

MLILY USA is the North American mattress and pillow company of Healthcare Co., Ltd. Based in Knoxville, Tennessee, the company manufactures mattresses, pillows and sleep accessories in state-of-the-art factories located in China, Thailand, Serbia, Arizona and South Carolina, which span more than 7 million square feet. With products sold worldwide, MLILY also holds a unique global strategic partnership with Manchester United, the leading sports brand and popular soccer team located in the United Kingdom. As part of the partnership, MLILY provides the team’s training complex with mattresses and other sleep products. For more information, visit www.MLILYUSA.com.