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FOR IMMEDIATE RELEASE

CAROLINA MATTRESS GUILD INTRODUCES BED BUG ELIMINATING SLEEP SETS

"Safe Dreams" continues CMG's dedication to safety, innovation and "green" sleep solutions

THOMASVILLE, NC, March 10, 2014 – Thomasville-based bedding company Carolina Mattress Guild is rolling out their newest collection, Safe Dreams, at their Thomasville headquarters during April's High Point Market.

Safe Dreams mattresses and foundations are unique in that they feature NaturalGuard™ fabric technology; a third-party-tested fabric application that is proven effective in killing bed bugs, dust mites, moths, and mosquitos in less than 72 hours, also preventing their return. This is new to the mattress industry, which up to this point has only seen protectors and covers that encase bed bugs, not necessarily eliminating them or preventing their return.

The NaturalGuard™ application used on the Safe Dreams mattresses and foundations is 100% natural and plant-based, comprised primarily of floral oils found in geraniums, roses, and other flowers. The hypoallergenic application is also manufactured in the United States, allaying consumer fears of harmful chemicals coming from abroad.

Safe Dreams currently features three standard models (Firm, Plush, and Pillowtop) which retail for \$699, \$799 and \$899 per set, respectively. A hospitality program featuring custom specification builds is currently available, and additional retail models are expected to roll out in the near future.

Carolina Mattress Guild will be showing off the new collection at their factory headquarters in Thomasville, NC, just a short drive from downtown High Point Market destinations. Interested parties are encouraged to set up an appointment to see the collection by writing in to SafeDreams@carolinamattressguild.com.

Founded in 1991, Carolina Mattress Guild offers innovative, luxuriously comfortable, American-made bedding that is produced using a combination of hand detailed artisan craftsmanship and highly advanced production equipment. Please visit www.carolinamattressguild.com for more information.

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