**September 16, 2013** CONTACT: Dennis Valkanoff

FOR IMMEDIATE RELEASE PHONE: (919-208-5949)

EMAIL: [dvalkanoff@pridemobility.com](mailto:dvalkanoff@pridemobility.com)

**MEGA MOTION® PARTNERS WITH SERTA® ON THE SERTA® COMFORT LIFT™ CHAIR**

***New Chairs to Debut at October High Point Market in Space 413 of Plaza Suites***

Exeter, PA – Mega Motion® Incorporated, a wholly owned subsidiary of Pride Mobility Products® Corporation, is pleased to announce an exclusive partnership with Serta® on the launch of the new Serta® Comfort Lift™ Chair. Pride Mobility also partners with Serta and offers the Serta® Perfect Lift™ Chair. These collaborations bring America’s number one selling lift chair brands together with the recognized bedding brand leader.

The Serta Comfort Lift Chair will feature Serta’s Cool Action™ gel memory foam for enhanced cooling comfort and more support where it’s needed. In addition, the lift chair features individually wrapped coil springs to provide a balanced seating experience and greater longevity than traditional foam bases, Pirelli® Webbing that forms to consumers’ backs for personalized comfort, and much more.

The Serta Comfort Lift Chair will be introduced at the October High Point Market in Space 413 of Plaza Suites in three new power recline/lift chairs, and feature new performance fabrics developed by Global Textile Alliance Inc. that offer the customer the very best in style, color, and performance. The Serta Comfort Lift Chair will also be available as a special order with Crypton® Super Fabrics, featuring an exclusive moisture and stain warranty.

“At Mega Motion, we are committed to delivering comfort and convenience to the lives of our customers, and we are pleased to partner with Serta and bring their superior level of comfort to the power recline/lift chair market,” said Dennis Valkanoff, Pride Mobility’s director of new business development, retail sales. “The introduction of the Serta Comfort Lift Chair, along with the ***Windermere Motion*** brand of power recline/lift chairs, offer one of the largest lineups of power recline/lift chairs in the furniture industry, starting at just $599 retail.”

-more-

[Serta](http://www.serta.com) is the #1 Mattress Manufacturer in the United States. The company’s product portfolio includes the only official mattress of the National Sleep Foundation, The Serta Perfect Sleeper® and the revolutionary iComfort® gel memory foam sleep system, both named Consumers Digest Best Buys. Serta also manufactures the upscale Trump Home™ and Perfect Day® iSeries™ collections, featuring a

combination of Serta’s exclusive gel memory foam and an advanced innerspring system.

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 more than 100 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.

Mega Motion® Incorporated is a wholly owned subsidiary of [Pride Mobility Products® Corporation](http://www.pridemobility.com) and draws on over 25 years of high quality furniture manufacturing experience. Mega Motion makes products for better living and delivers comprehensive product support services to help furnish opportunity. The company is headquartered in Exeter, Pennsylvania, and operates four U.S. warehouses with 24- to 48-hour shipping on most orders.

###