

A2, A3, and A4 Box Dimensions		Box Dimensions	
Twin 28x19x12 22 pounds 40x18x16 16 pounds	Twin XL 28x20x12 25 pounds 40x18x16 16 pounds	Full 29x20x12 26 pounds 40x19x16 18 pounds	Queen 29x20x12 38 pounds 40x18x16 27 pounds
A5 and A6 Box Dimensions			King 29x20x12 39 pounds 40x19x16 27 pounds
Twin 39x19x16 41 pounds 50x16x16 15 pounds	Twin XL 29x20x12 29 pounds 40x18x16 18 pounds 40x17x18 18 pounds	Full 33x16x15 35 pounds 40x18x16 21 pounds 51x16x16 17 pounds	Queen 50x16x16 19 pounds 40x18x16 23 pounds 50x16x16 19 pounds
A7 (silver) Box Dimensions			King 40x18x16 47 pounds 40x18x16 27 pounds 51x17x16 22 pounds
Twin 41x15x14 22 pounds 41x14x14 33 pounds 51x16x16 16 pounds	Twin XL 41x15x14 22 pounds 41x14x14 33 pounds 51x16x16 16 pounds	Full 40x18x16 22 pounds 41x16x16 44 pounds 50x16x16 18 pounds	Queen 40x19x16 48 pounds 40x18x16 25 pounds 51x17x16 20 pounds
A8 and A10 Box Dimensions			King 40x18x16 60 pounds 41x18x16 27 pounds 51x17x16 23 pounds
Twin	Twin XL	Full	Queen 40x18x16 25 pounds 39x18x16 60 pounds 51x17x16 20 pounds
			King 40x18x16 70 pounds 40x19x17 38 pounds 51x17x16 22 pounds
			Cal King 40x18x16 33 pounds 40x18x16 70 pounds 51x17x16 21 pounds

Personal Comfort Bed History/Information-From Craig Miller

When people ask about where Personal Comfort Bed came from or mention Sleep Number always keep the conversation complimentary. Say things like: "Sleep Number is a great company, when they first started out in the 90's our parent company American National Manufacturing consulted and helped design their product and for a few years their products were created in our manufacturing facility. Things became so competitive in the recent years, Sleep Number paid us for 5 years not to compete with them. That non compete expired December 31st, 2011."

Craig said we can share the following information about the company too.

- Our parent company is American National Manufacturing (ANM) as well as SizeWise as the distributor of our medical mattresses. Both companies are BBB registered. (As of June 13th, 2013 Personal Comfort Bed is also BBB registered)
- FDA registered manufacturing facility: ANM's facility is FDA registered, the mattresses come from this facility, but technically the mattress is not FDA registered, the facility is. This means because ANM produces medical mattresses the entire manufacturing process and facility is FDA registered as meeting the government standards for safety.
- Company wide we have over 1000 employees, ANM has 200 at the warehouse.
- American National produced air chamber beds for Bowflex who later purchased Nautilus Sleep Systems and later purchased Nautilus in 2006 and took over the servicing of the warranty for these products.
- Our medical mattresses were marketed to hospitals around the world through Kinetic Concepts Incorporated (KCI), a leader in hospital beds for the treatment and prevention of bed sores.

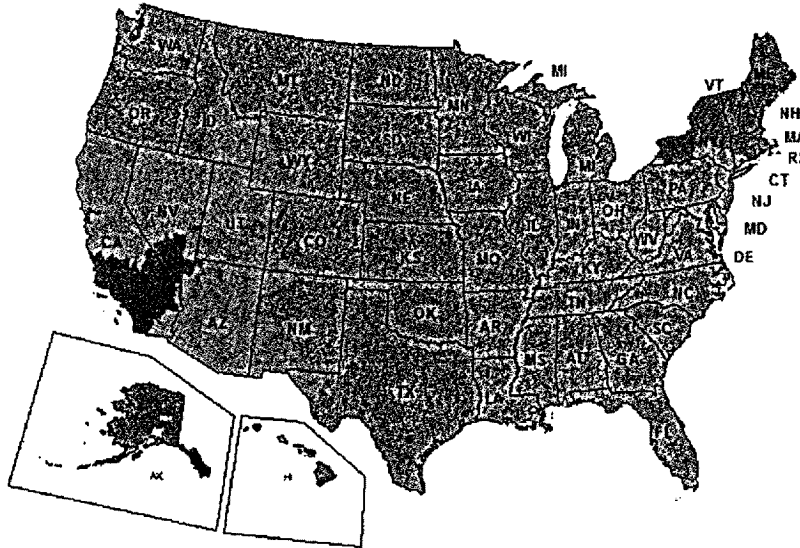


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Ground Service Maps
Ground Service Maps Results

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Shipping from ZIP/Postal code: 92877



1 Day 2 Days 3 Days 4 Days 5 Days 6 Days 7+ Days

This map illustrates service schedules in business days as of March, 2013 for FedEx Ground shipments

Please Note: Packages picked up from a residence may have one additional transit day. For faster returns please drop off at a staffed FedEx location.

Please note:

- The map above is a general representation of transit times for FedEx Ground shipments to commercial destinations. In limited areas, transit times may differ between shipments to commercial and residential destinations. For specific transit time information from one ZIP/Postal code to another, please go to [Get Rates & Transit Times](#) under the Ship tab on fedex.com.
- FedEx Ground business days are Monday through Friday (excluding holidays). FedEx Home Delivery business days are Tuesday through Saturday (excluding holidays).

Example: A package shipped via FedEx Ground on Monday with a transit schedule of 2 business days, (not including the day the package is shipped) would be expected for delivery on Wednesday. A package shipped on Friday with a 2-day transit schedule would be expected for delivery the following Tuesday.

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PERSONAL COMFORT BED SLEEP SPECIALIST

- **Answer the phone with a SMILE**
 - keep a POSITIVE energy
 - give the customer 5 MINUTES of your time to explain Personal Comfort Bed
 - minimum of 10 minutes on the phone with the customer
- **Rapport:** Find something in common, similar story or situation
- **Hook the Customer:** Get them to like and understand your Personal Comfort Story, like you and give them value in the conversation
- **Get information:** Name, Email, Phone Number
- **Close the Sale:** What bed, price, deal you can offer them today, get Manager approval for ONE (1) hour deal
- **No negative statements**
- **Mention value added items** (free pillow \$99 value, mattress protector \$130 value, etc.)

FAQ:

I've done some research and no one has heard of you guys. How long has your company been in business? How come the reviews are only for the last few years?

QUICK SIMPLE ANSWER: Personal Comfort Bed has been making mattresses since the 70's. In the 90's we sold patents to Sleep Number and had a non compete with them. While we were under the non compete we developed our FDA registered medical mattresses and are continuing to sell and service them in many hospitals and nursing homes across the country. Our non compete expired in 2012 and we are now offering these improved FDA registered mattresses to consumers like you and me at far reduced prices over Sleep Number and the other competing air chamber mattress companies on the market today. **What size mattress are you shopping for today?**

Our full history: We began in the bed industry making water beds in the 70's and began playing around with air chamber technology in the 80's. In the 90's a few business men came to our office, poked around and offered to purchase a few of our patents. These business men were representatives of Sleep Number. During the purchase of our patents, our company agreed to sign a non compete for many years not to manufacture and sell a competing mattress design. During this time we put our emphasis on the

medically approved mattresses we were also developing. These mattresses are most commonly used in hospitals and nursing homes. Some of our beds even rotate a patient all by remote control. Our manufacturing facility is FDA registered and our mattresses also carry this registration. This means our manufacturing facility as well as our mattresses are FDA registered and meet the medical standards of the Food and Drug Administration. Our non compete expired in 2012 and we have now used the new medical technology, experience with air chamber mattresses with the general public and improvements on our own patents and are able to offer our superior product to the general public at far reduced prices all with greater features and benefits over the competition.

What's the price of the _____ bed?

As we offer factory direct pricing we can offer greater discounts for different types of payment. Our lowest sale prices are available when paying with debit or credit cards. We do offer financing as well with 0% options as well as some models up to 60 months. **How were you planning on paying for your new mattress?**

If you've already quoted a cash price and are approaching the financing question: "Our promo codes and financing options are separate promotions and can not be combined. Our financing options have great terms and offer 0% interest."

The lifetime warranty shows it's only limited to 20 years.

In general, the mattress industry agrees the lifetime of a mattress is 20 years. Our lifetime warranty covers the life of the mattress. The warranty is prorated with the first 3 years covered in full and we pay the shipping of all warrantied parts for the life of the warranty. Competitor's warranties may be longer, but their full years of coverage are fewer and they also make the customer pay shipping for replacement parts. (look up competitors warranties for specifics as they can change at any time)Years 21-25 with Sleep Number the customer pays 96% of the replacement value plus shipping in both directions. They charge the customer shipping for all parts to and from after their first 2 years. **Our 20 year warranty is included with each and every mattress we sell, which mattress are you interested in today?**

Dr. Oz recommends replacing your mattress every 8 years. All mattresses are not FDA registered and probably should be replaced more often.

Tell me about your 60 night trial.

Most of our mattresses come with a 60 night trial. This risk free trial offers you 60 full nights to try out the Personal Comfort Bed, after date of delivery, in your own home, not for 10 minutes on a showroom floor. We just ask that you give the bed 30 nights of rest before making any decisions. If at any time after the 30th night you are not completely satisfied, call our customer service department and we will pay your return shipping. We also offer a comfort exchange program where you can upgrade or downgrade your center panel to customize the mattress for both sleepers as well as fit your budget.

This sleep trial is not available on Classic series, online special, H Series or demo beds.

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