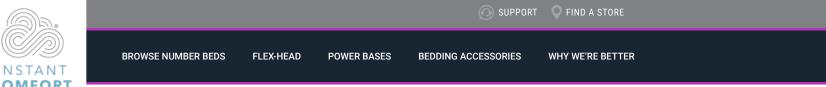
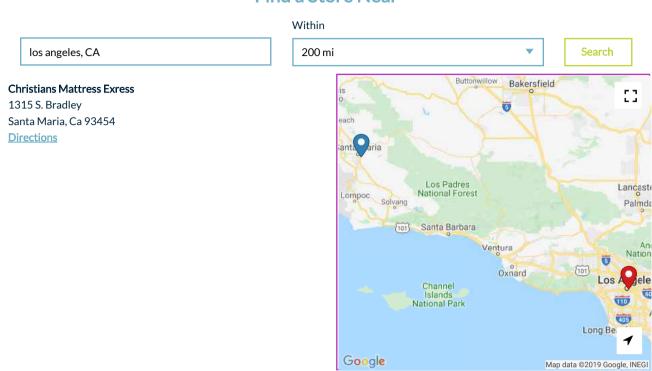
## EXHIBIT I

Patent Owner's Response and Notice of Supplemental Evidence in Response to Petitioner's Objections to Patent Owner's Evidence Dated November 6, 2019





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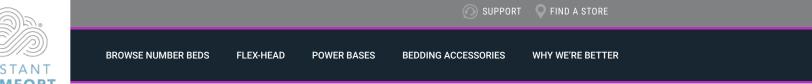
### DISCOVER THE BED OF YOUR DREAMS -ALL AT THE TOUCH OF YOUR FINGERS

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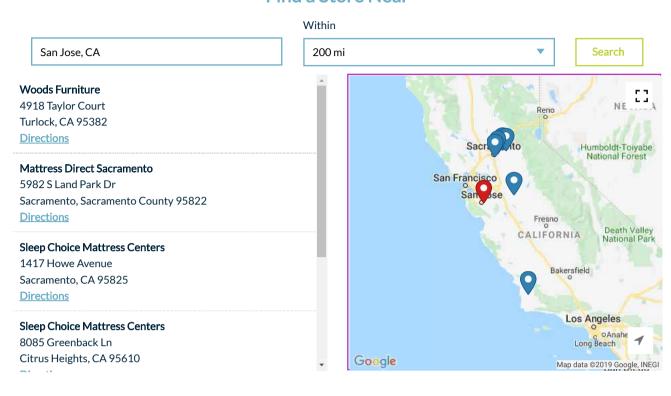








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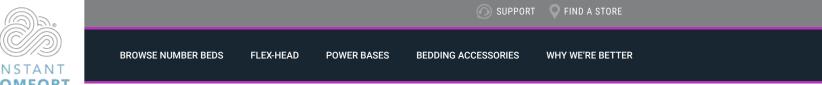
BROWSE NUMBER BEDS FLEX-HEAD

POWER BASES

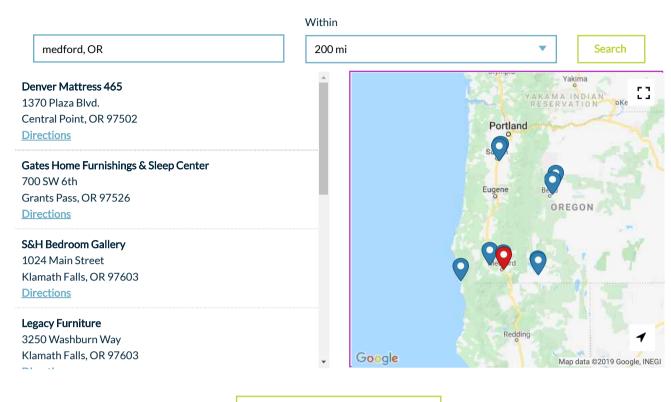
BEDDING ACCESSORIES

WHY WE'RE BETTER





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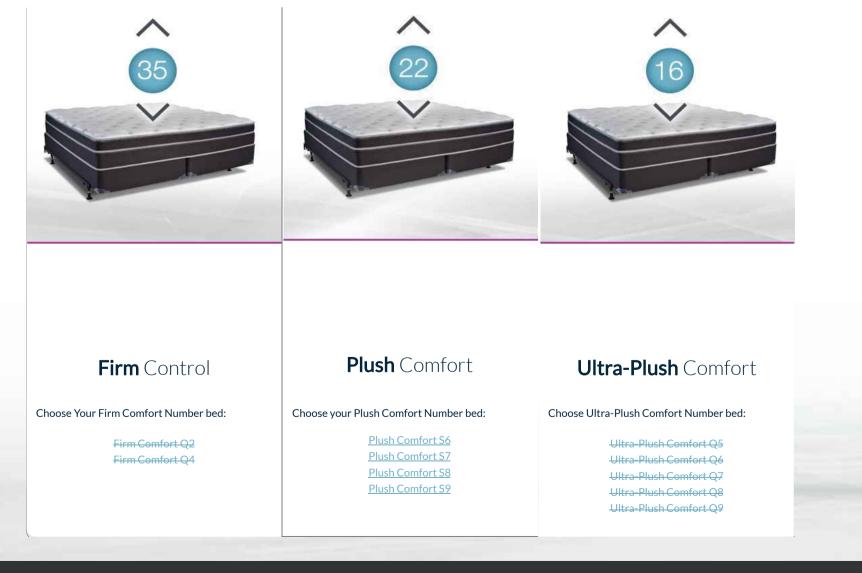


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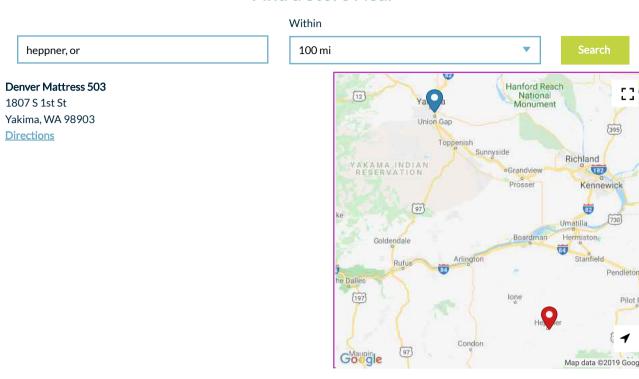




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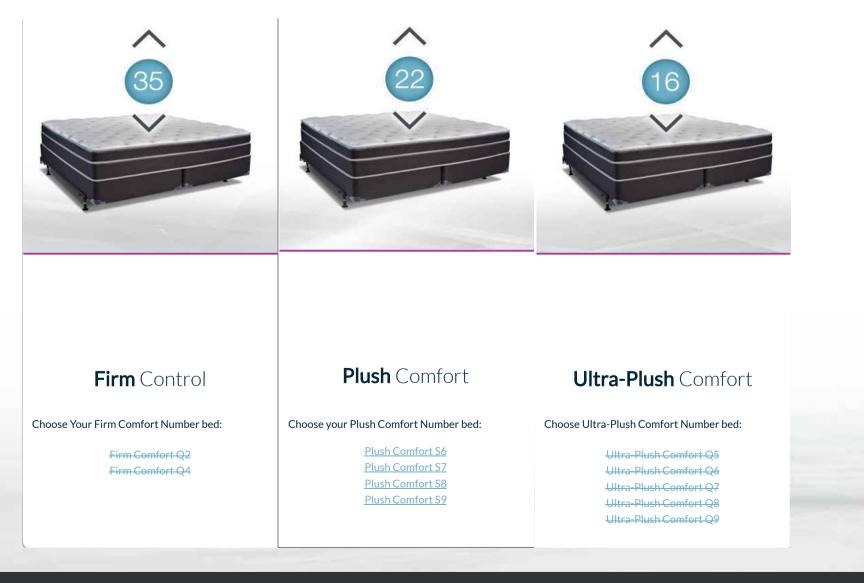


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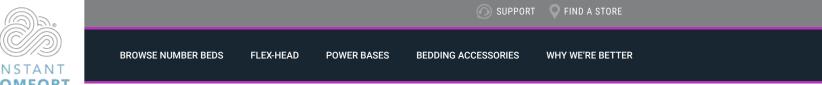
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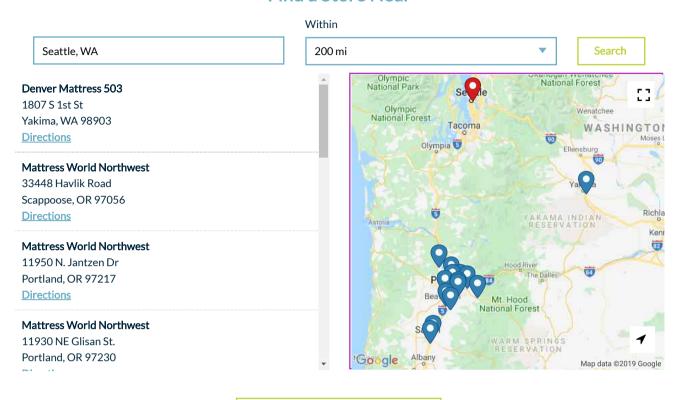
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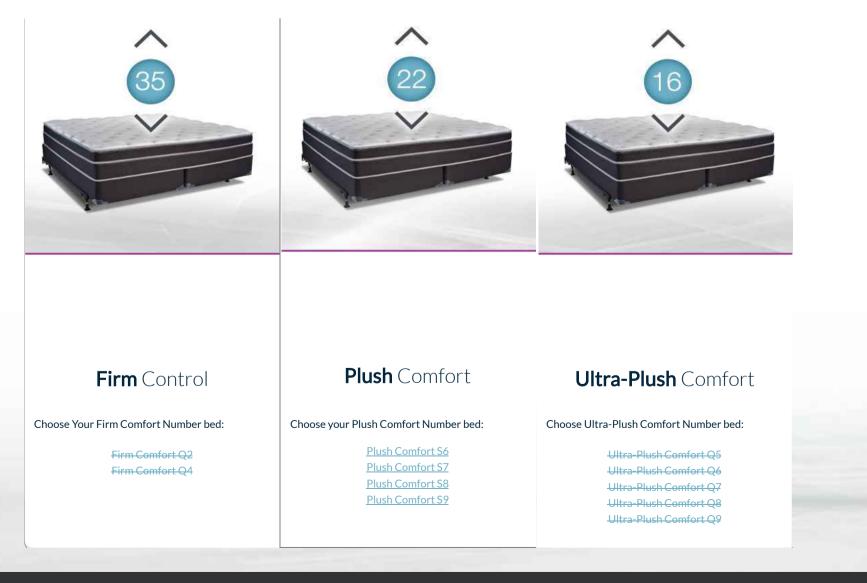


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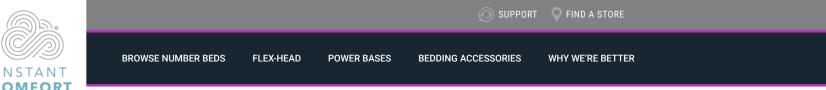
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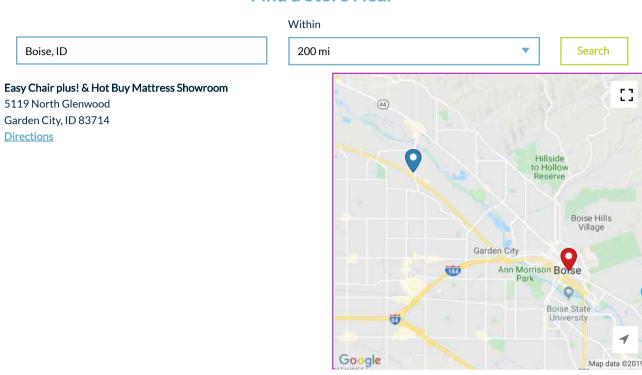








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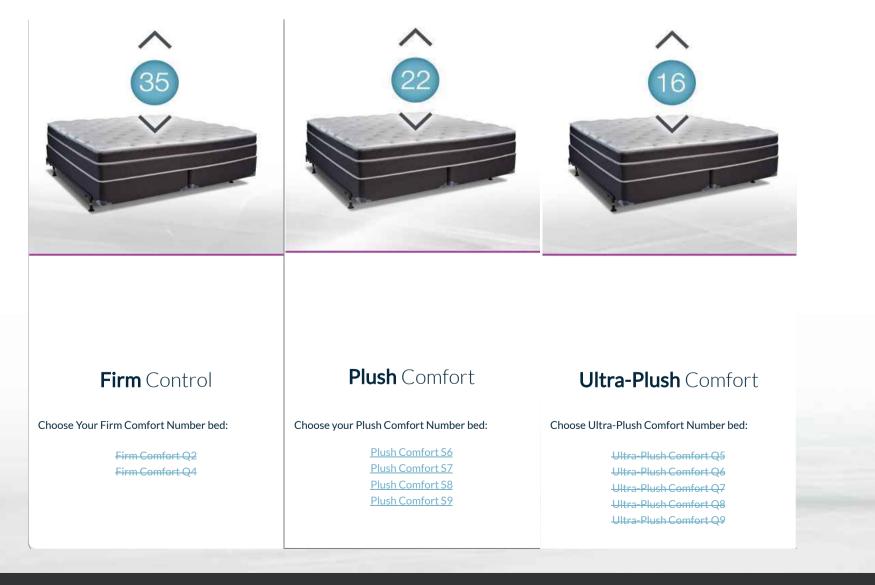


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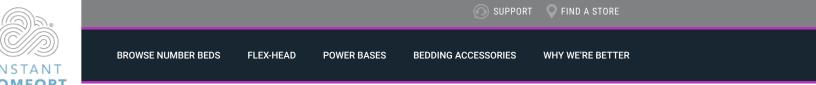
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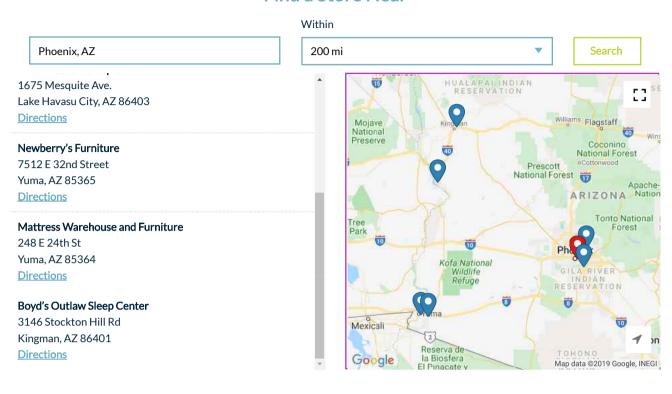








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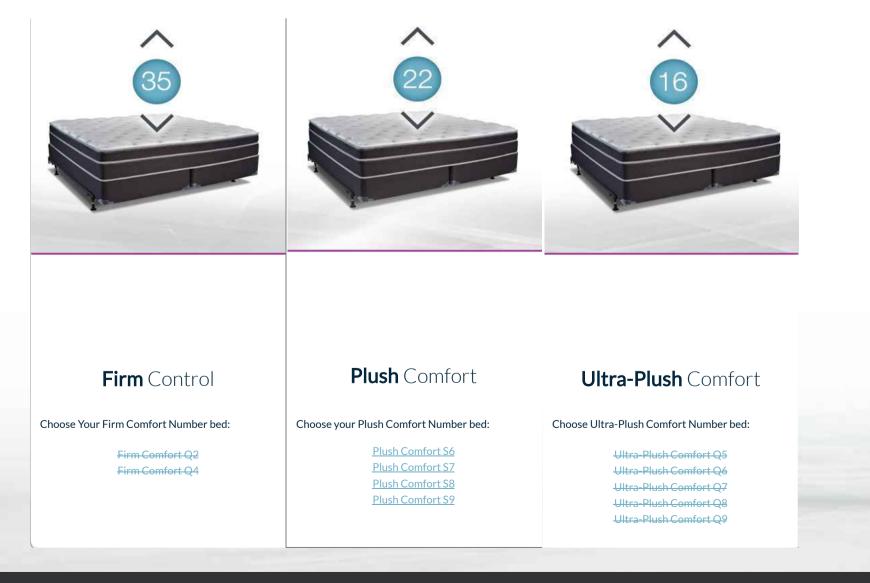


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BROWSE NUMBER BEDS

**POWER BASES** 

BEDDING ACCESSORIES

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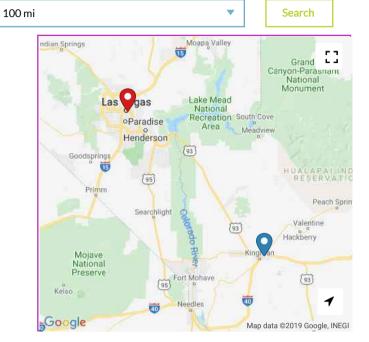
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### Firm Control

Choose Your Firm Comfort Number bed:

Firm Comfort Q2 Firm Comfort Q4

### **Plush** Comfort

Choose your Plush Comfort Number bed:

Plush Comfort S6 Plush Comfort S7 Plush Comfort S8

Plush Comfort S9

### **Ultra-Plush** Comfort

Choose Ultra-Plush Comfort Number bed:

Ultra-Plush Comfort Q5 Ultra-Plush Comfort Q6 Ultra-Plush Comfort Q7 **Ultra-Plush Comfort Q8** 

Ultra-Plush Comfort Q9

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Sleep Number Corp. - EXHIBIT 2099 - IPR2019-00514 - Page 16

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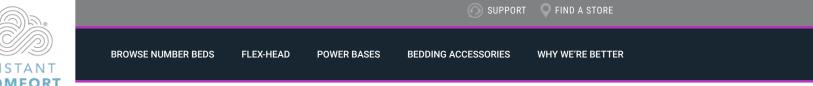
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POWER BASES

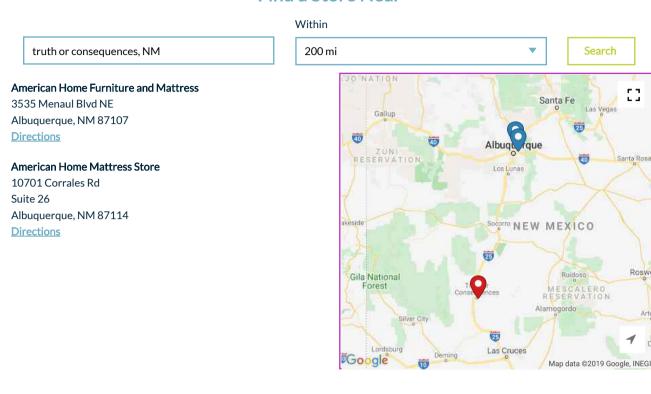
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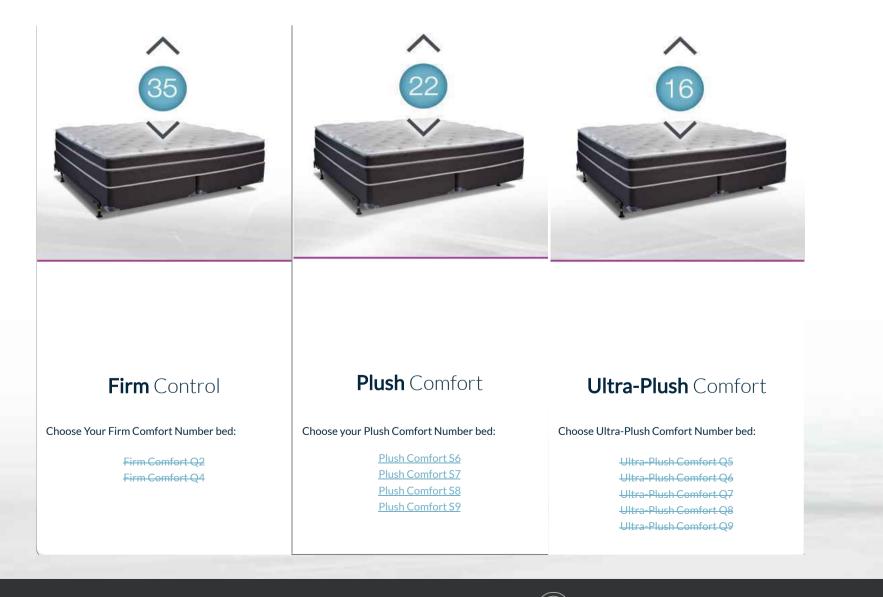


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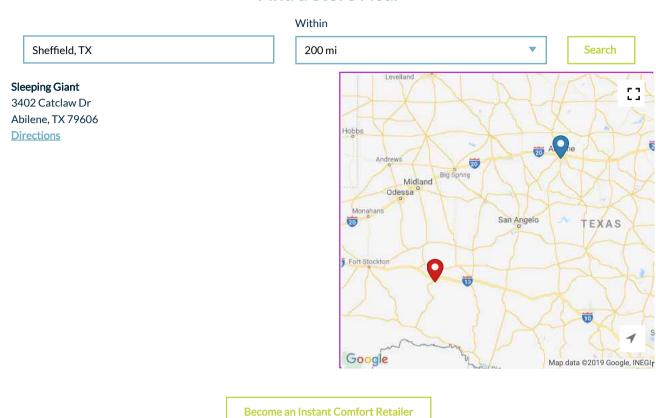




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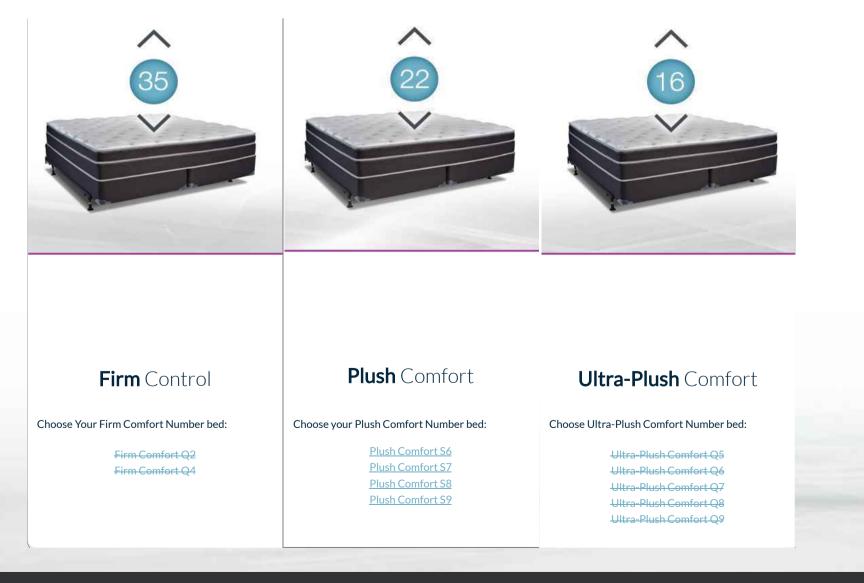
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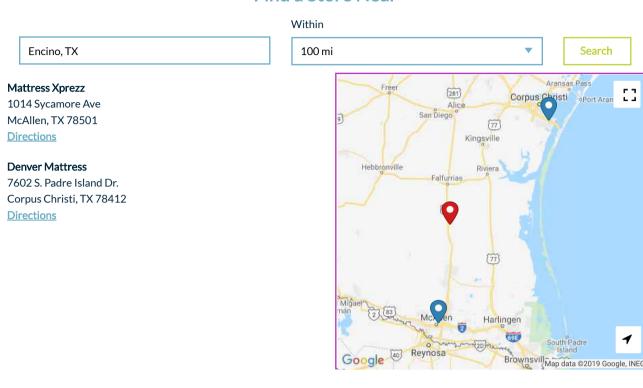
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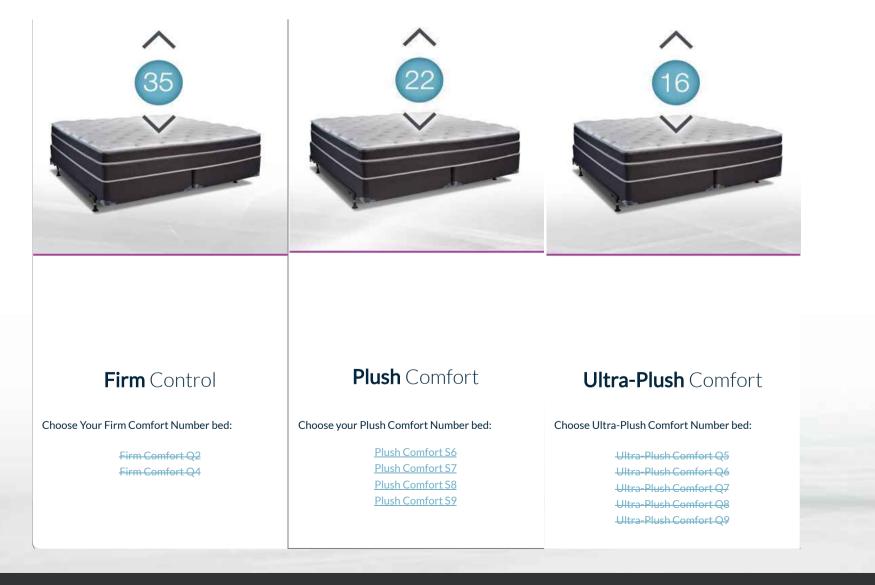


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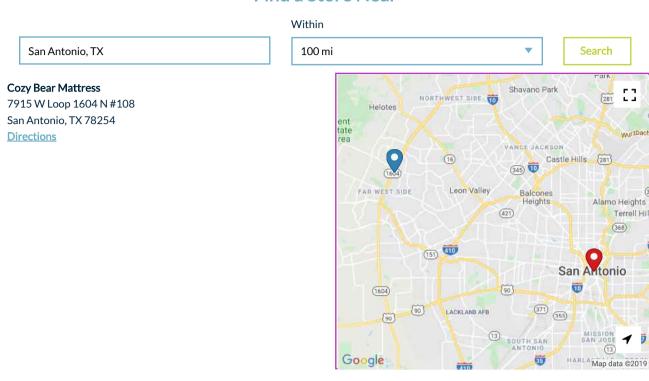




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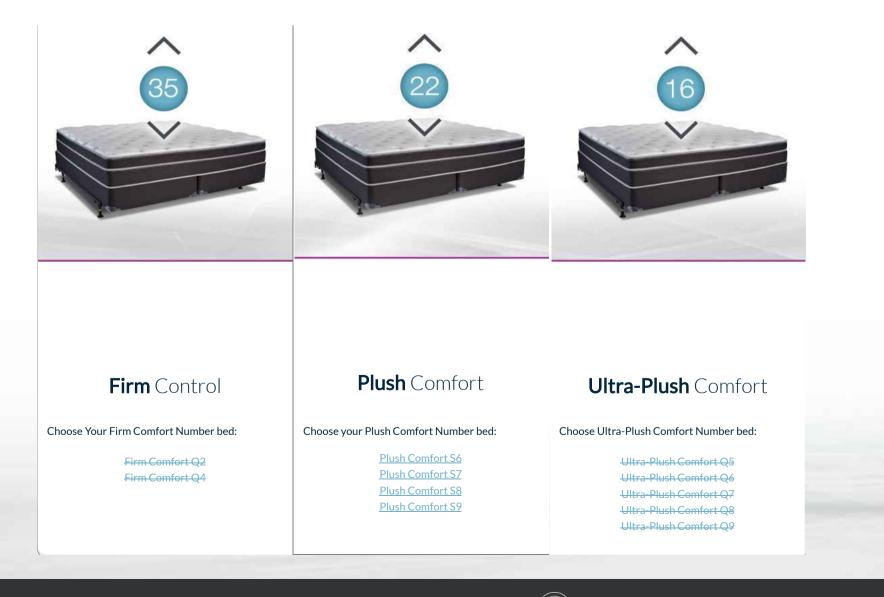


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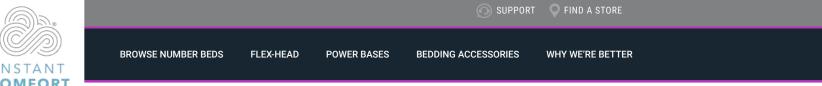
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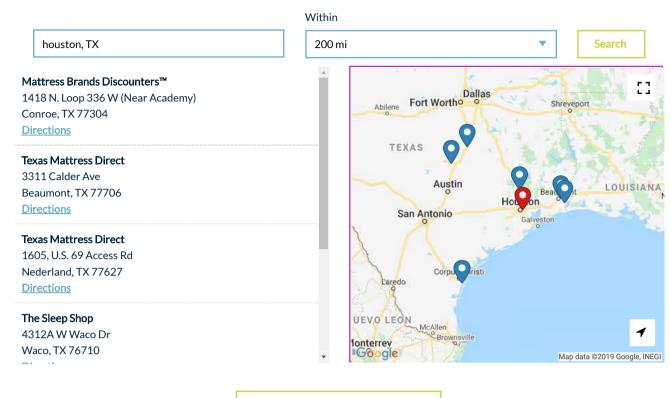








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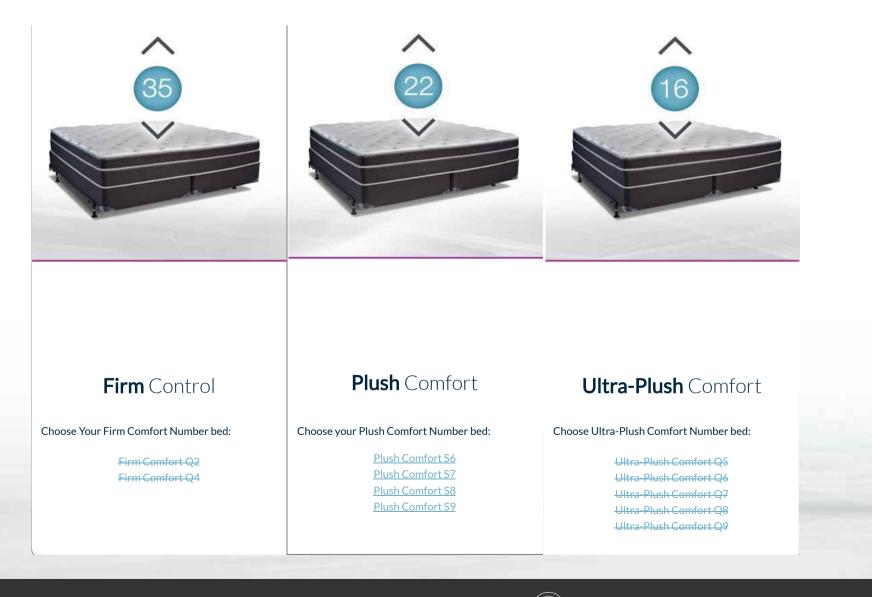


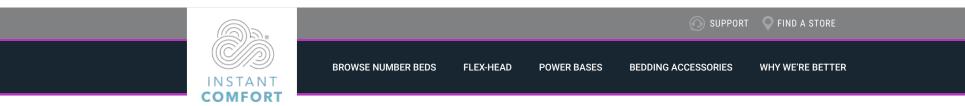
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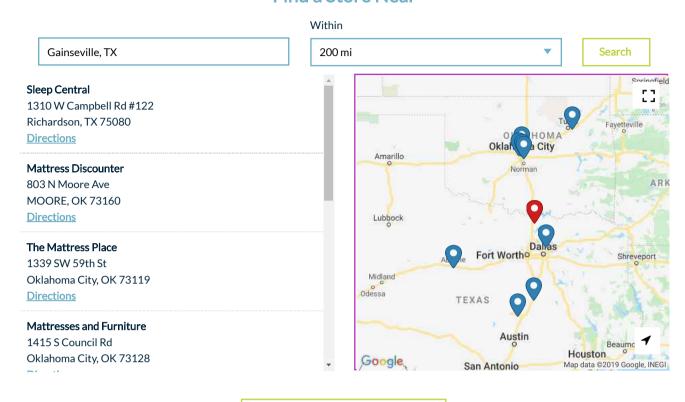
BROWSE NUMBER BEDS FLEX-HEAD POWER BASES

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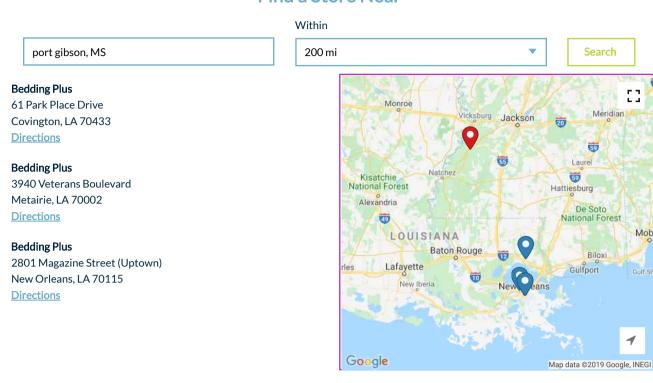




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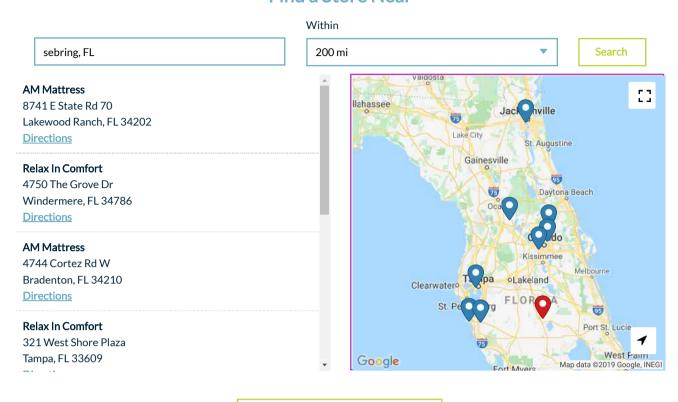


BROWSE NUMBER BEDS FLEX-HEAD **POWER BASES** BEDDING ACCESSORIES

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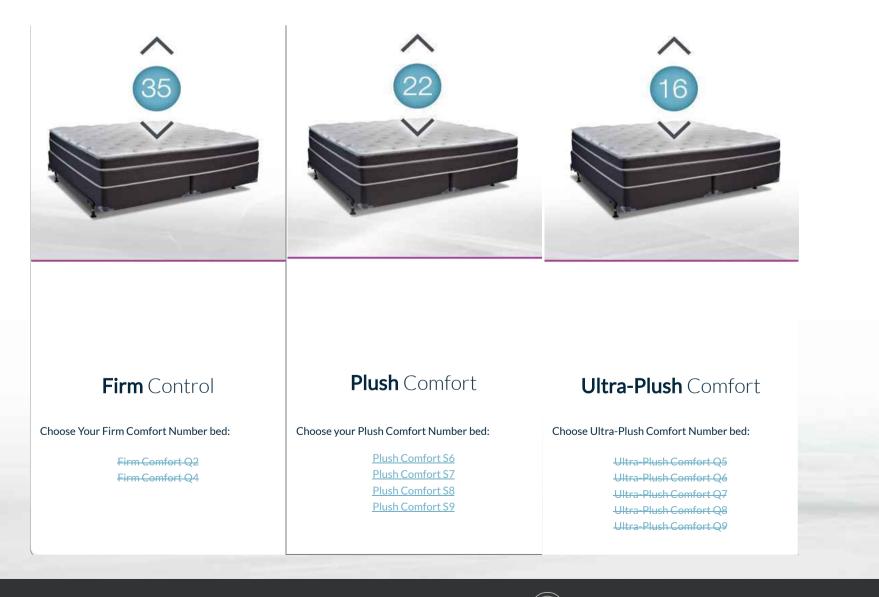


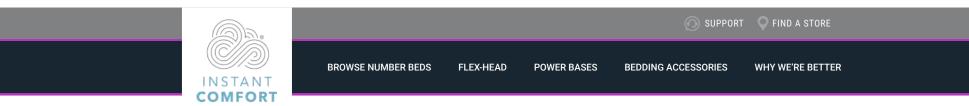
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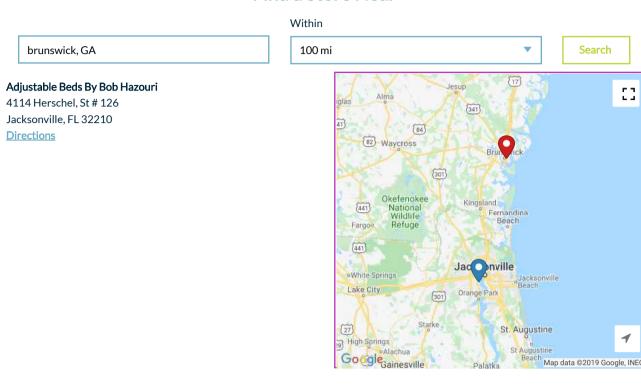




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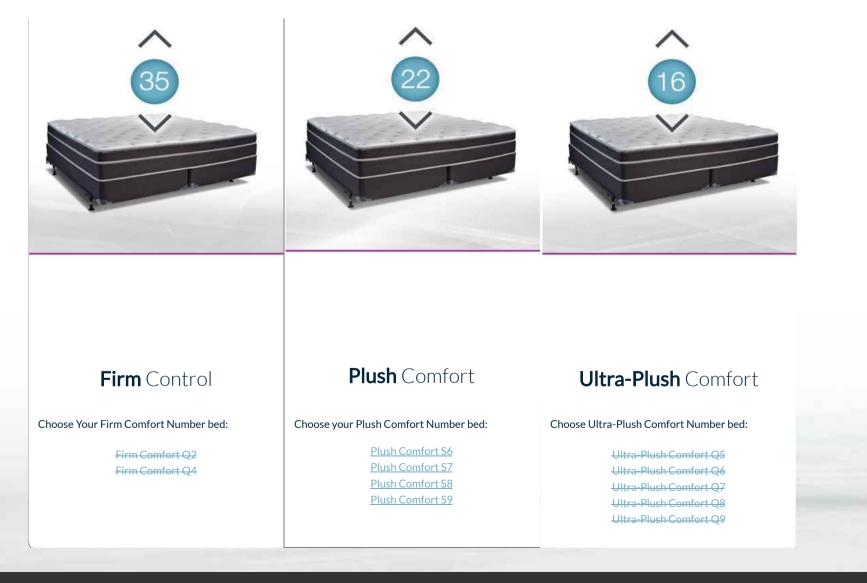


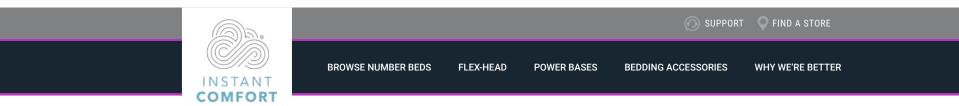


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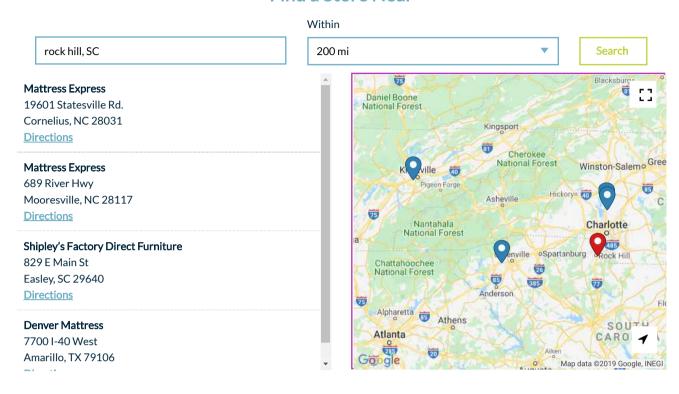




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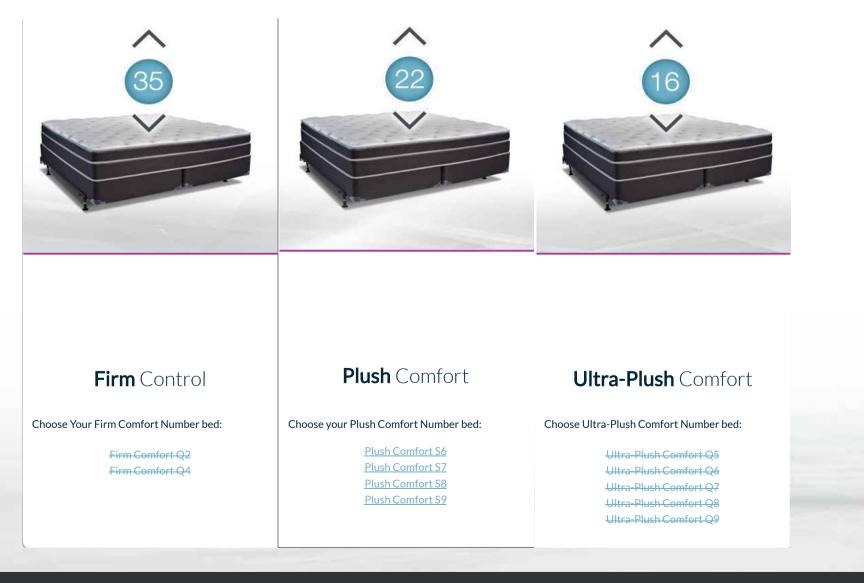


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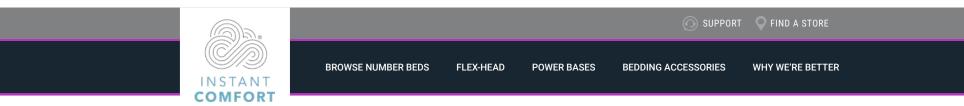


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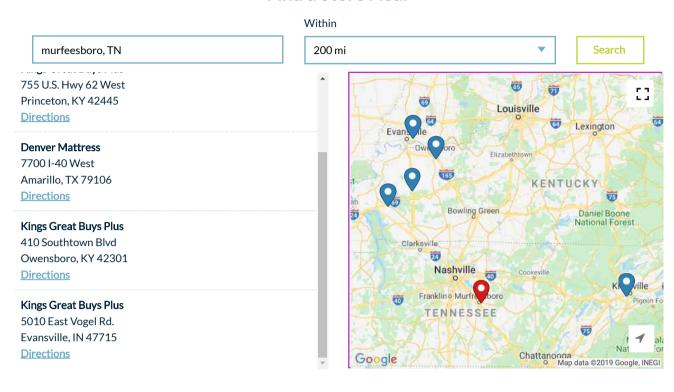




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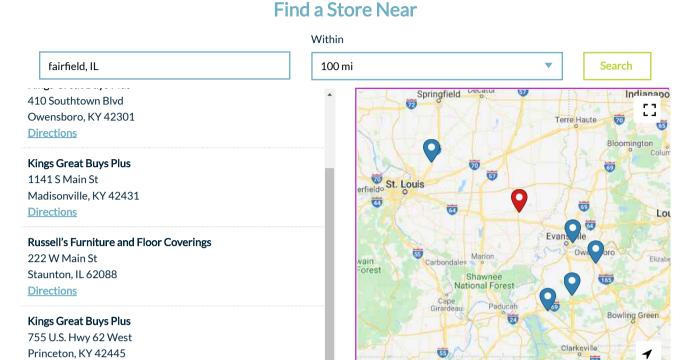
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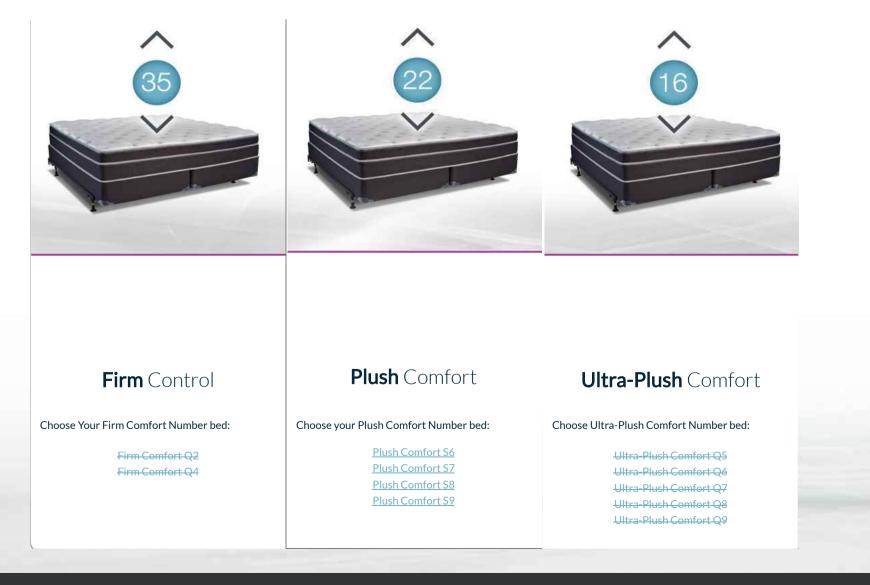


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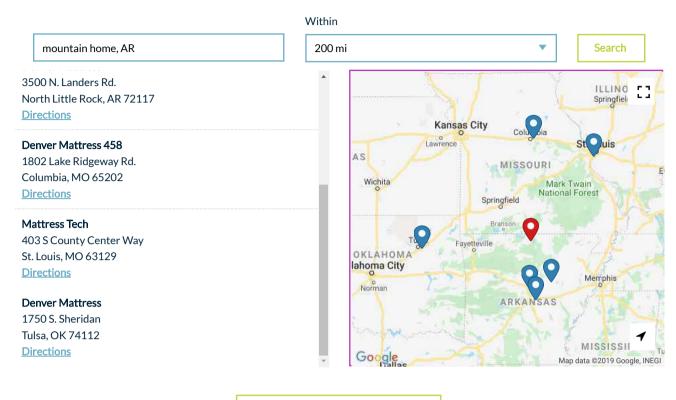
FLEX-HEAD POWER BASES

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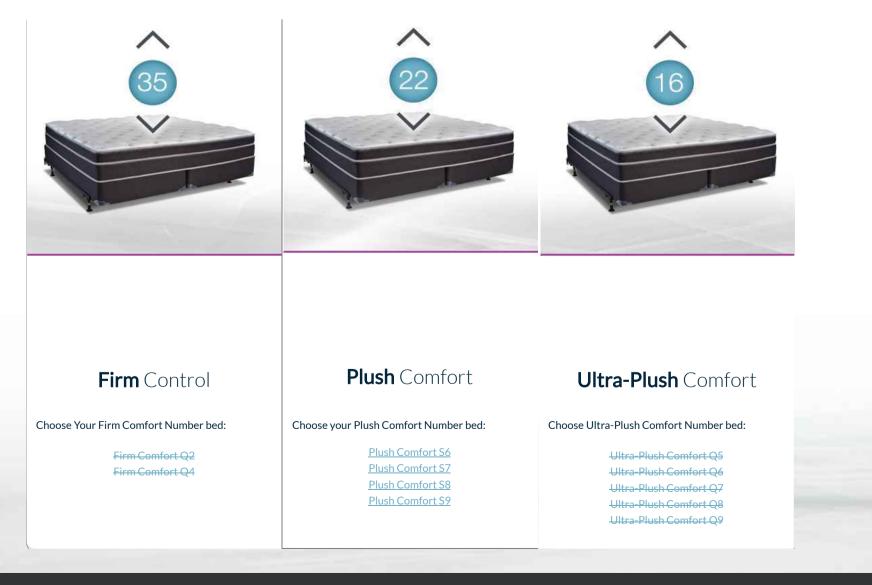


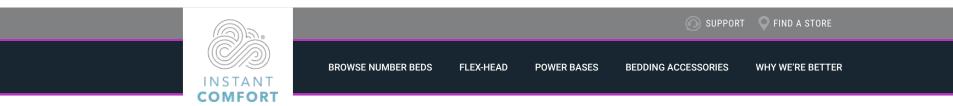
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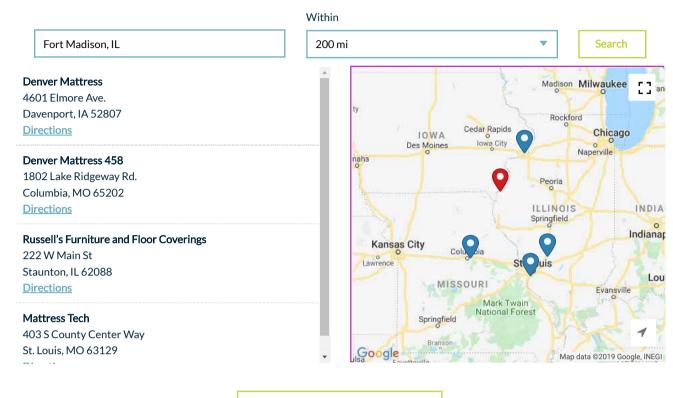


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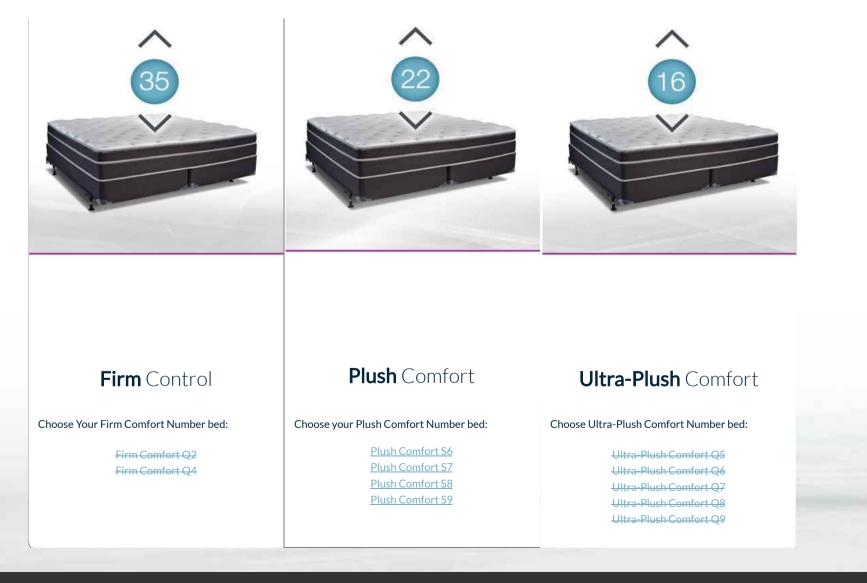


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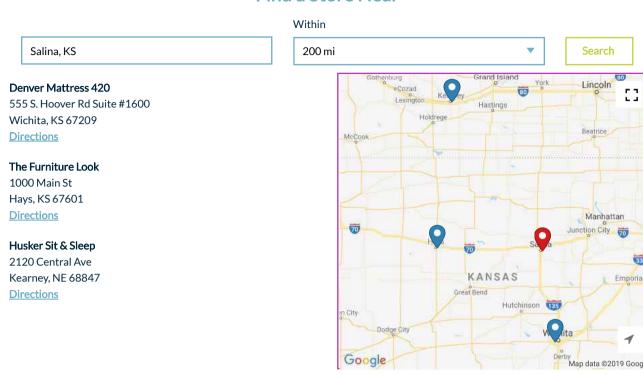


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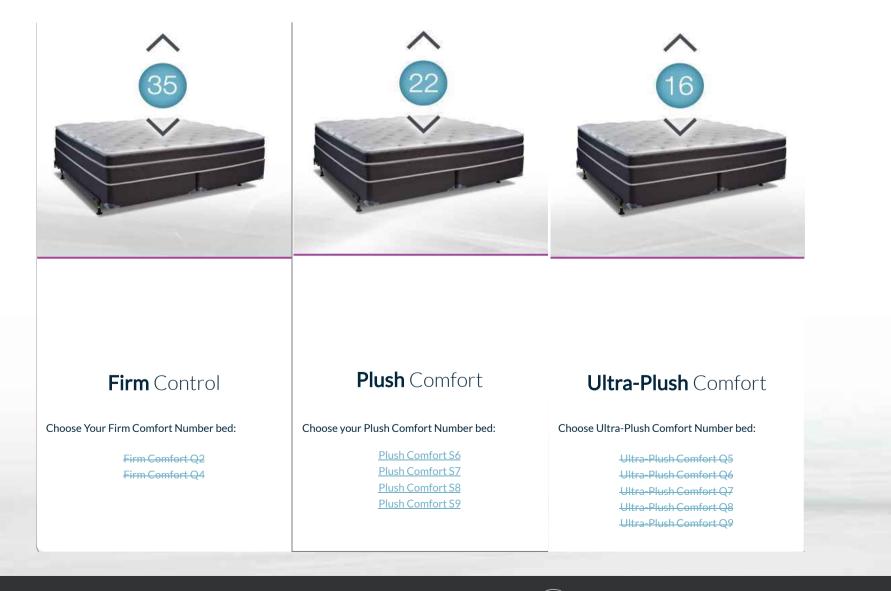


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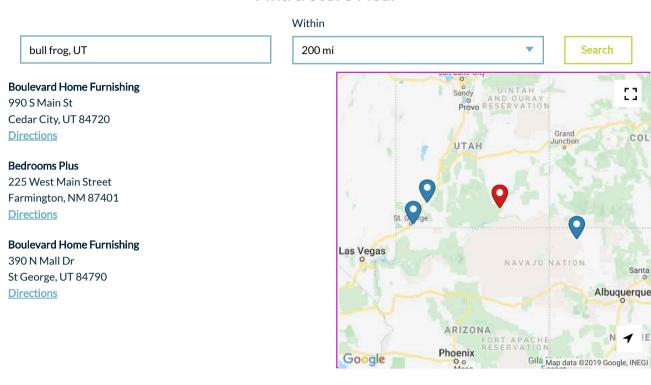
FLEX-HEAD **POWER BASES** 

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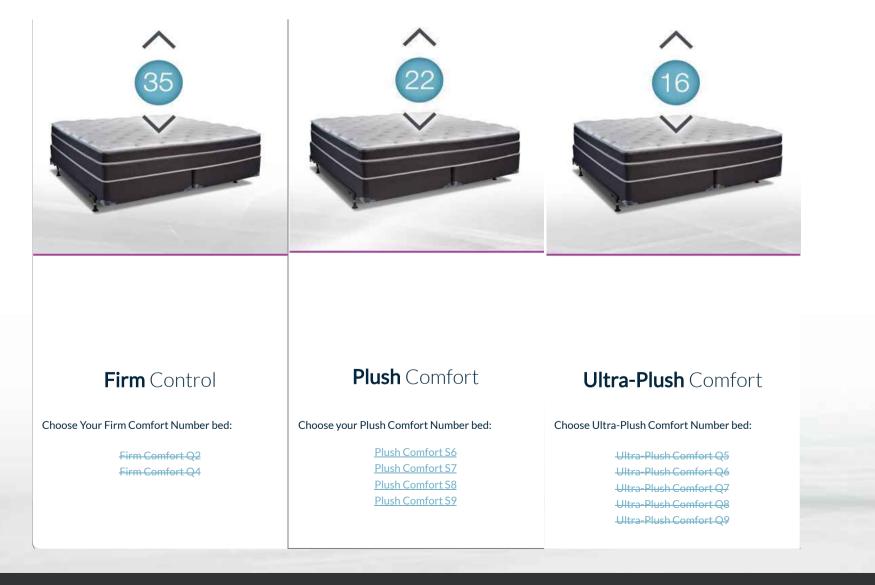


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# DISCOVER THE BED OF YOUR DREAMS -ALL AT THE TOUCH OF YOUR FINGERS

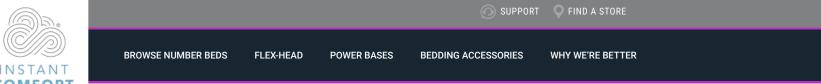
Instant Comfort® offers consumers three different bed series including Firm Comfort, Plush Comfort, and Ultra-Plush Comfort. Whether you prefer your air-technology firm, combined with memory foam or luxurious pillow top feel, we have the bed for you! With 45 individual comfort settings and over 40 years of mattress manufacturing excellence, we are confident in bringing you Instant Comfort®.





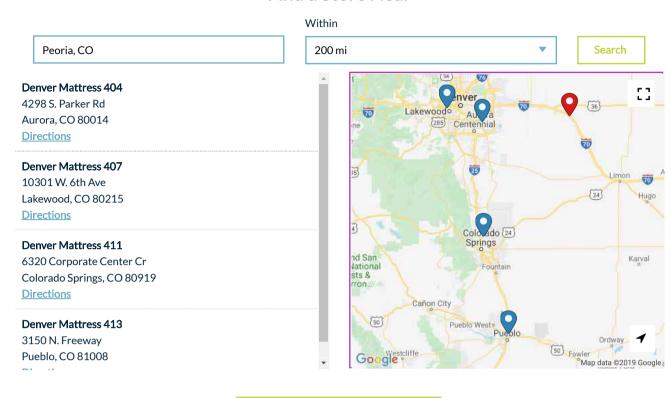






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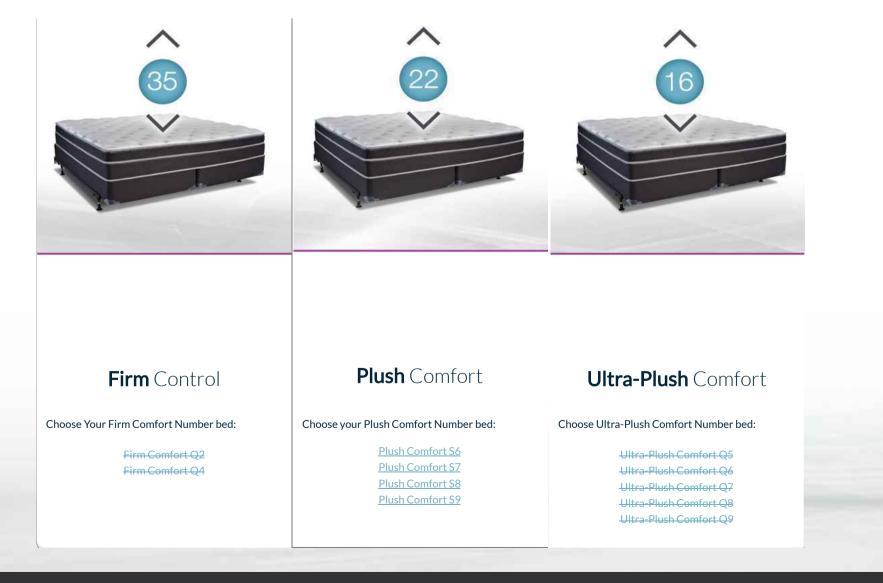


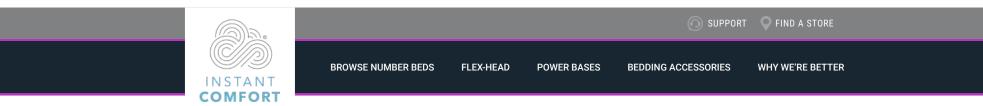
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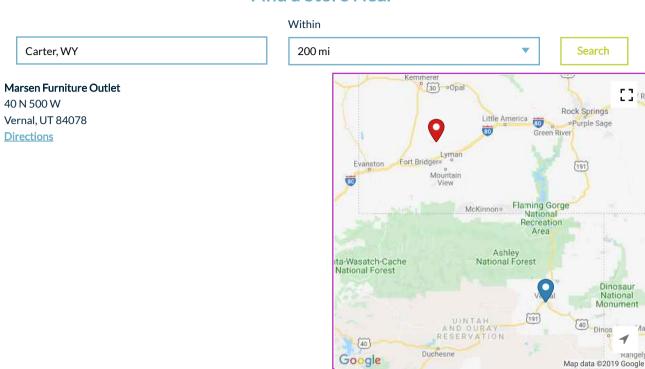


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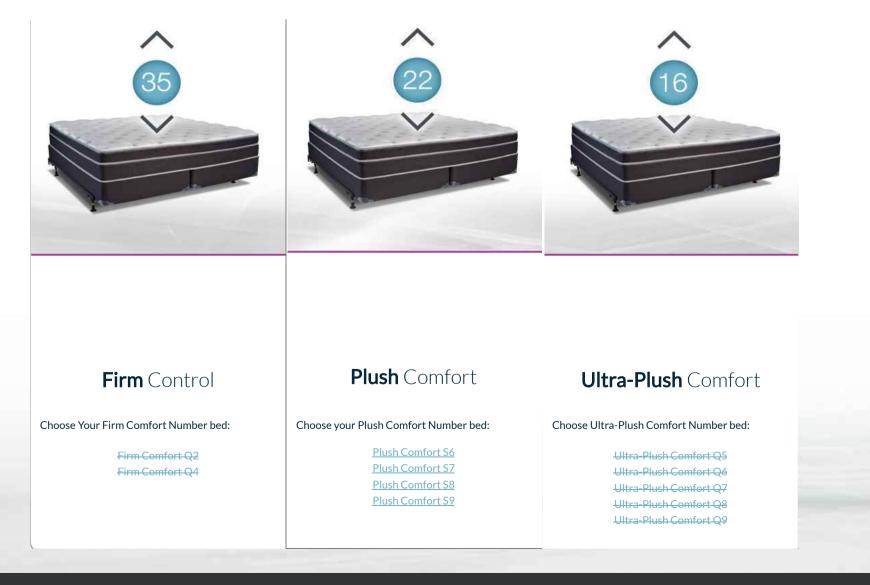


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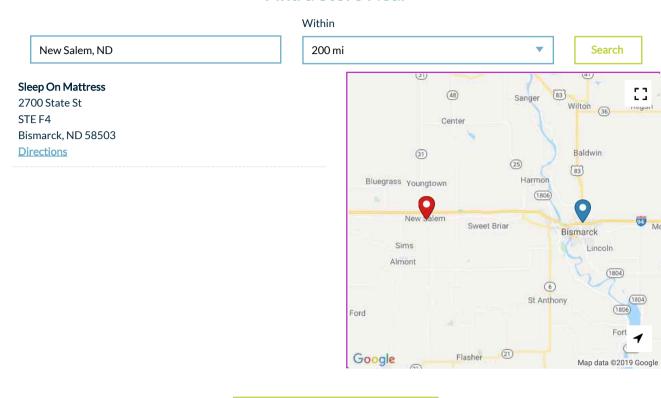




BROWSE NUMBER BEDS WHY WE'RE BETTER FLEX-HEAD **POWER BASES** BEDDING ACCESSORIES

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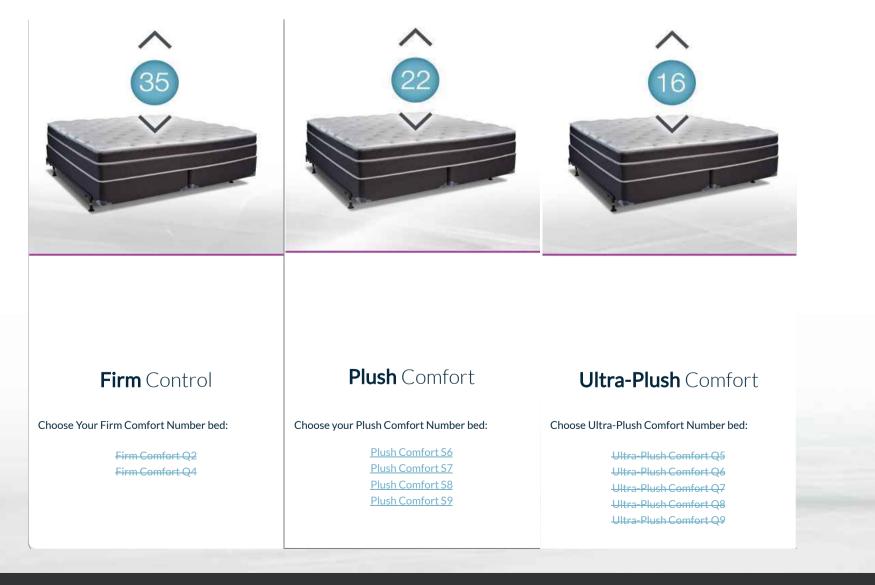


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11/13/2019 Find a Store – Instant Comfort

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FLEX-HEAD POWER BASES

BEDDING ACCESSORIES

WHY WE'RE BETTER

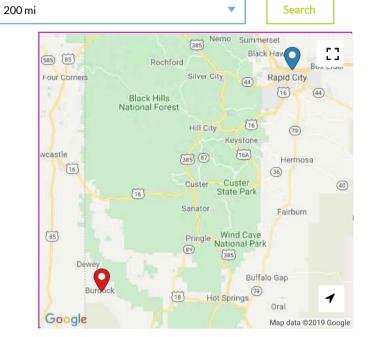
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Within

burdock, SD

Denver Mattress 240 Knollwood Dr. Rapid City, SD 57701 Directions



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### Firm Control

Choose Your Firm Comfort Number bed:

Firm Comfort Q2
Firm Comfort Q4

### **Plush** Comfort

Choose your Plush Comfort Number bed:

Plush Comfort S6
Plush Comfort S7
Plush Comfort S8

Plush Comfort S9

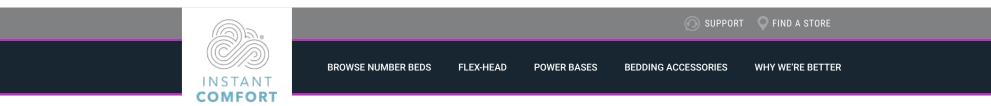
## **Ultra-Plush** Comfort

 ${\bf Choose\ Ultra-Plush\ Comfort\ Number\ bed:}$ 

Ultra-Plush Comfort Q5
Ultra-Plush Comfort Q6
Ultra-Plush Comfort Q7
Ultra-Plush Comfort Q8
Ultra-Plush Comfort Q9

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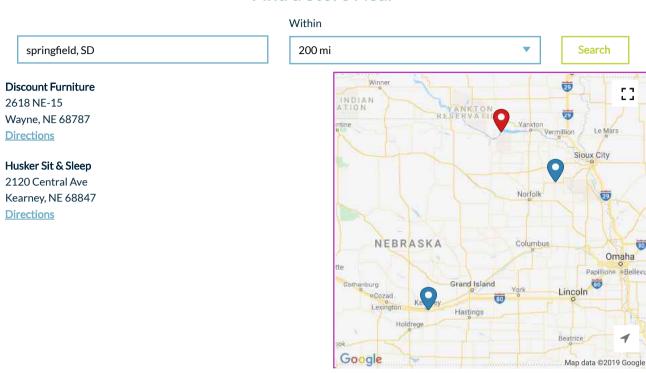


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#### Find a Store Near

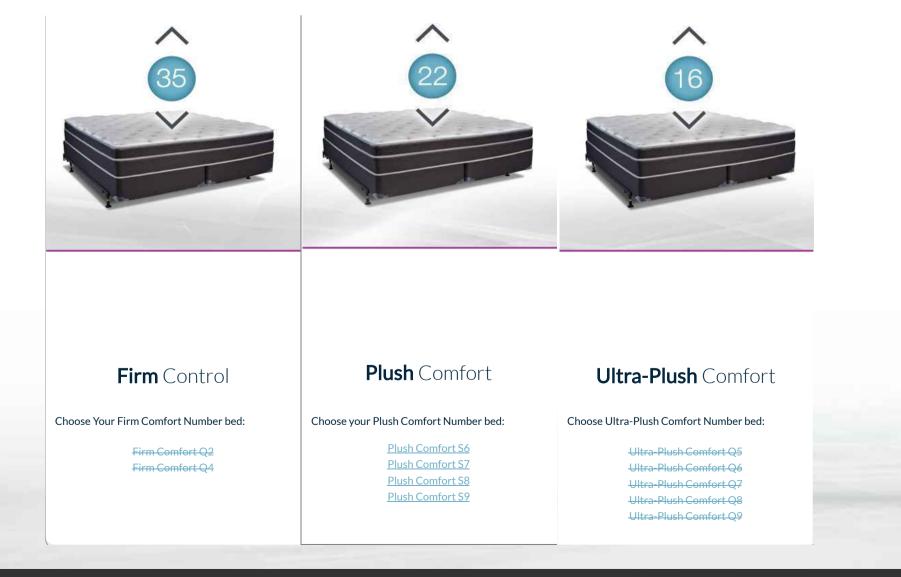


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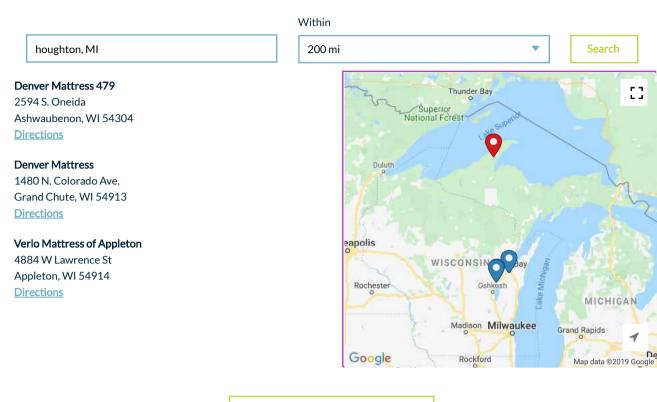
POWER BASES BROWSE NUMBER BEDS FLEX-HEAD

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#### Find a Store Near

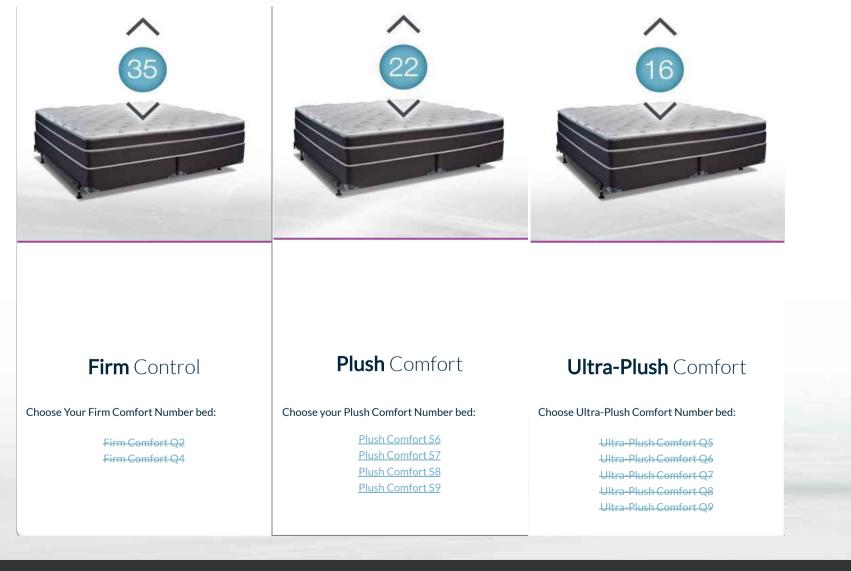


**Become an Instant Comfort Retailer** 



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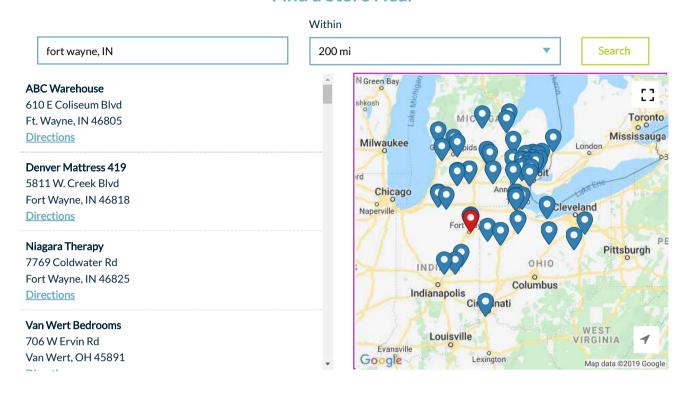




BROWSE NUMBER BEDS WHY WE'RE BETTER FLEX-HEAD **POWER BASES** BEDDING ACCESSORIES

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#### Find a Store Near



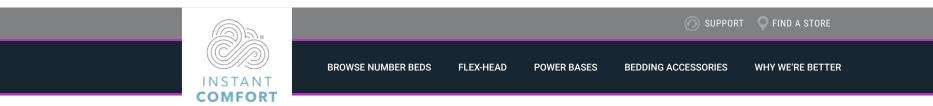
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(53)

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(19)



# DISCOVER THE BED OF YOUR DREAMS -ALL AT THE TOUCH OF YOUR FINGERS

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## Firm Control

Choose Your Firm Comfort Number bed:

Firm Comfort Q2 Firm Comfort Q4

### **Plush** Comfort

Choose your Plush Comfort Number bed:

Plush Comfort S6 Plush Comfort S7 Plush Comfort S8

Plush Comfort S9

### **Ultra-Plush** Comfort

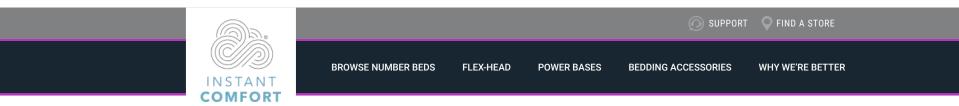
Choose Ultra-Plush Comfort Number bed:

Ultra-Plush Comfort Q5 <del>Ultra-Plush Comfort Q6</del> Ultra-Plush Comfort Q7 Ultra-Plush Comfort Q8

Ultra-Plush Comfort Q9

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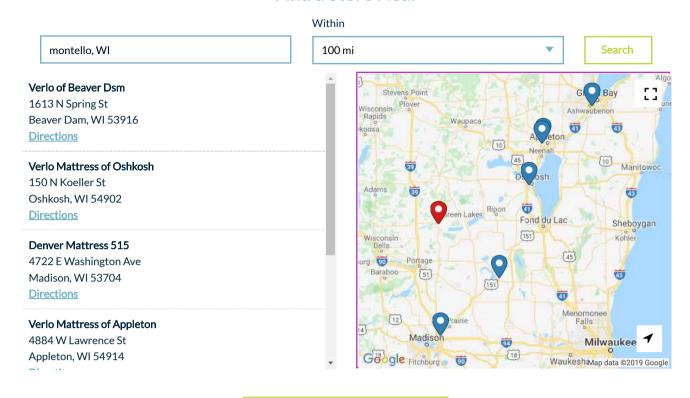
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#### Firm Control

Choose Your Firm Comfort Number bed:

https://www.instantcomfort.com/find-a-store/

Firm Comfort Q2
Firm Comfort Q4

## **Plush** Comfort

Choose your Plush Comfort Number bed:

Plush Comfort S6
Plush Comfort S7
Plush Comfort S8

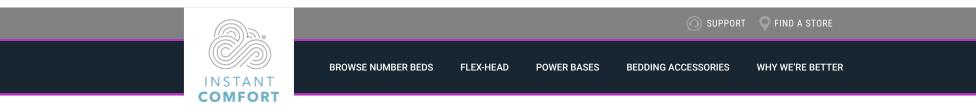
Plush Comfort S9

### **Ultra-Plush** Comfort

 ${\bf Choose\ Ultra-Plush\ Comfort\ Number\ bed:}$ 

Ultra-Plush Comfort Q5
Ultra-Plush Comfort Q6
Ultra-Plush Comfort Q7
Ultra-Plush Comfort Q8
Ultra-Plush Comfort Q9

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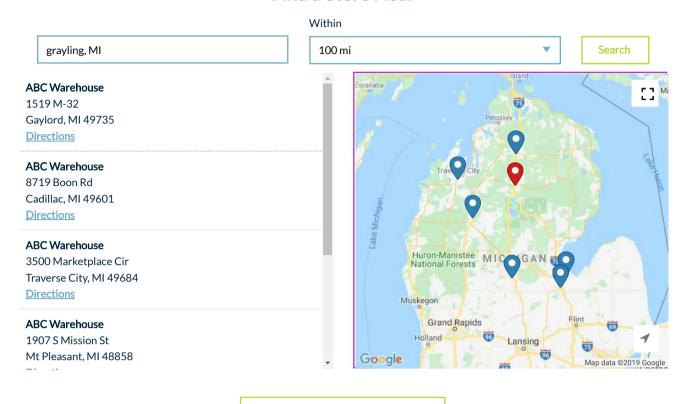




POWER BASES WHY WE'RE BETTER BROWSE NUMBER BEDS FLEX-HEAD BEDDING ACCESSORIES

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#### Find a Store Near

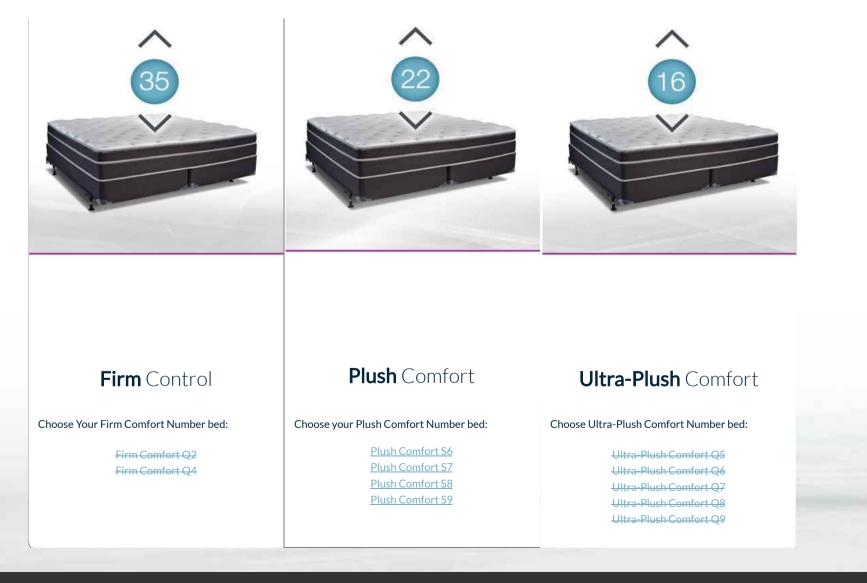


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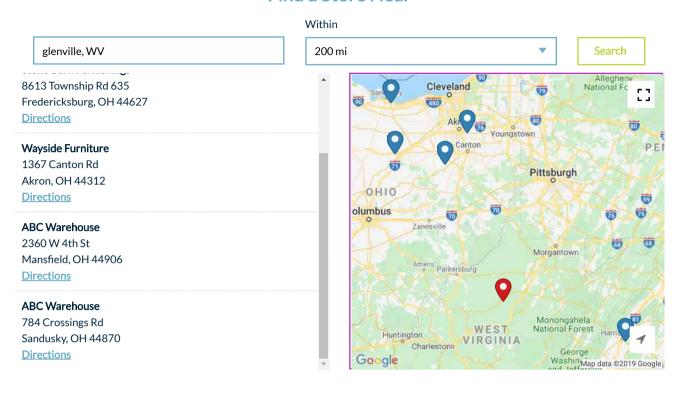




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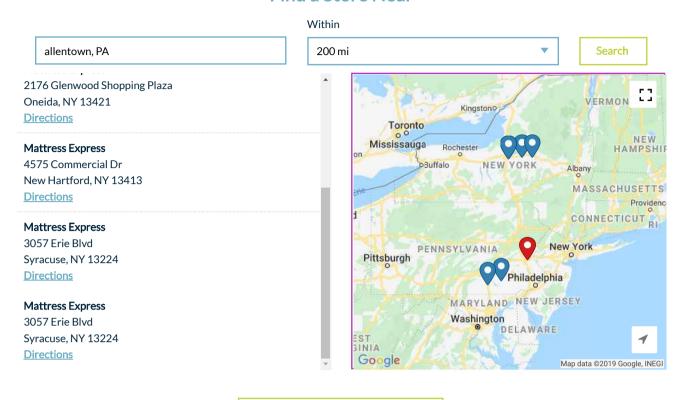




BROWSE NUMBER BEDS WHY WE'RE BETTER FLEX-HEAD **POWER BASES** BEDDING ACCESSORIES

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#### Find a Store Near

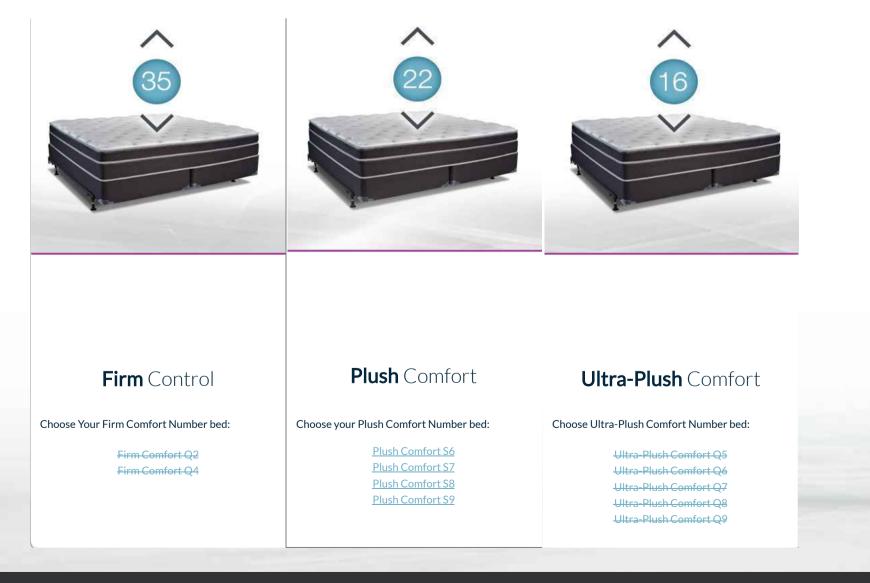


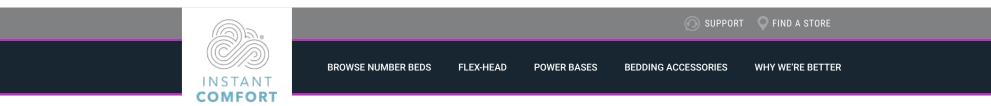
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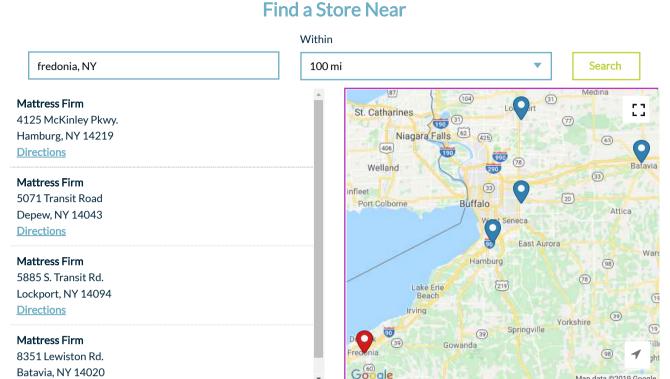
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FLEX-HEAD

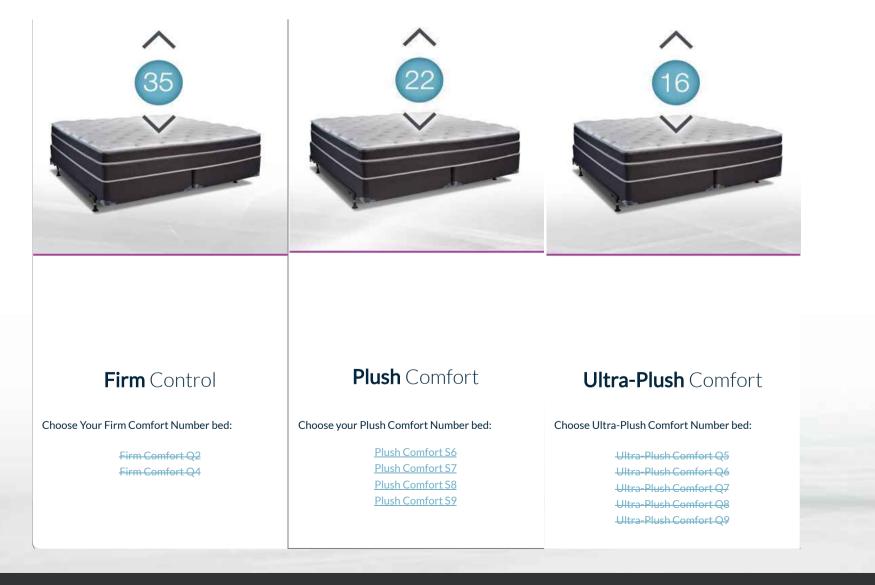


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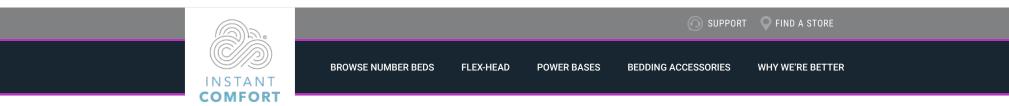


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POWER BASES

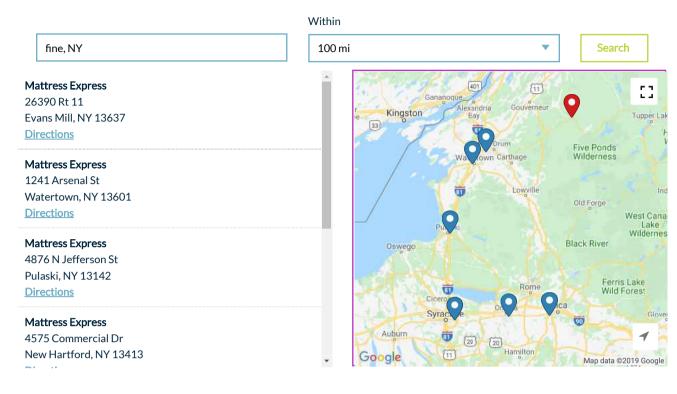
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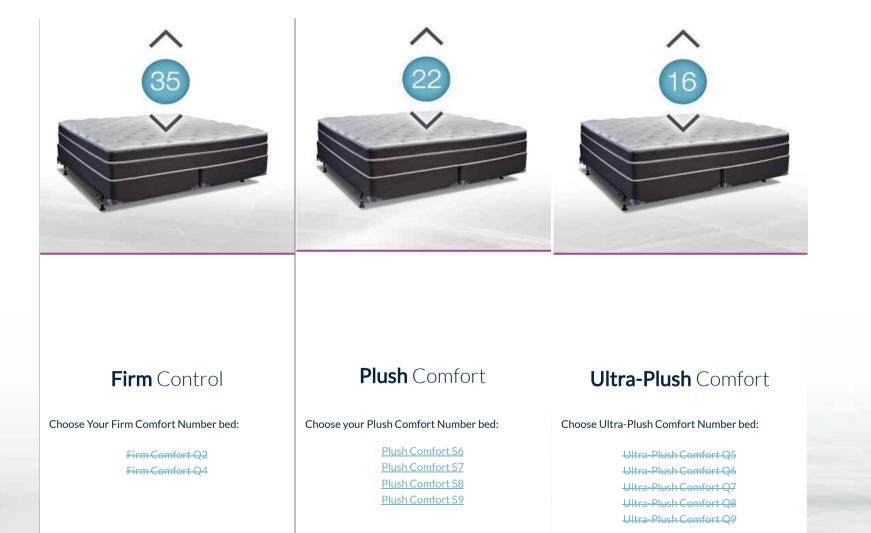


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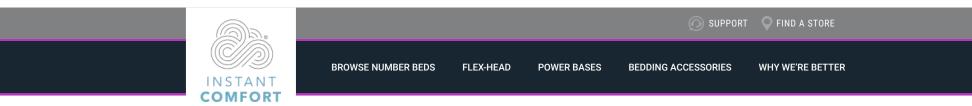


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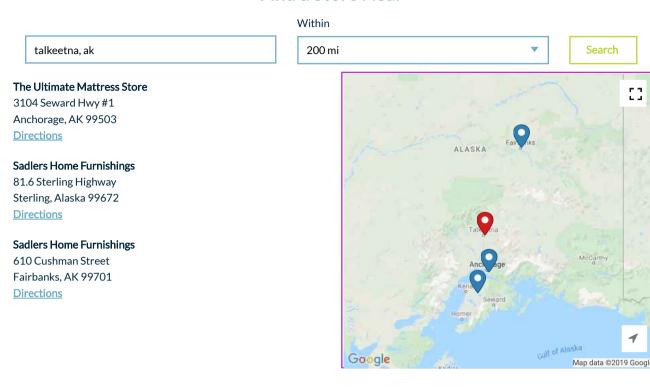




BROWSE NUMBER BEDS WHY WE'RE BETTER FLEX-HEAD POWER BASES BEDDING ACCESSORIES

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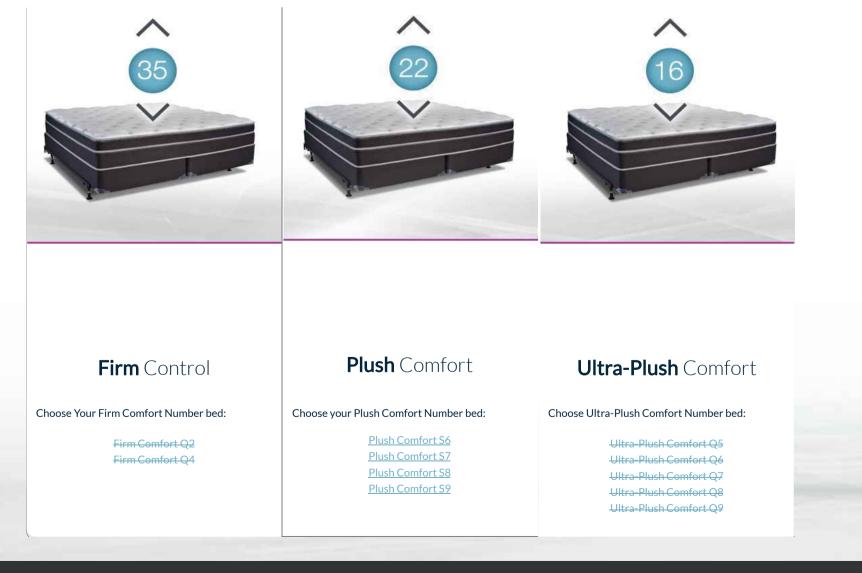


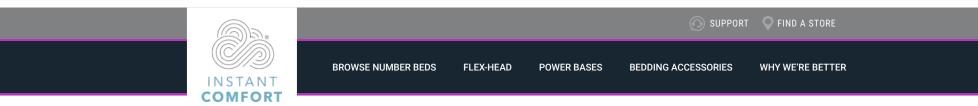
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BROWSE NUMBER BEDS FLEX-HEAD POWER BASES

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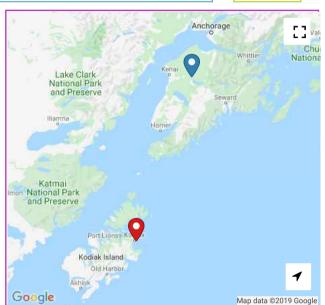
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Within kodiak, AK 200 mi Sadlers Home Furnishings 81.6 Sterling Highway Sterling, Alaska 99672 **Directions** 



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## Firm Control

Choose Your Firm Comfort Number bed:

Firm Comfort Q2 Firm Comfort Q4

## **Plush** Comfort

Choose your Plush Comfort Number bed:

Sleep Number Corp. - EXHIBIT 2099 - IPR2019-00514 - Page 80

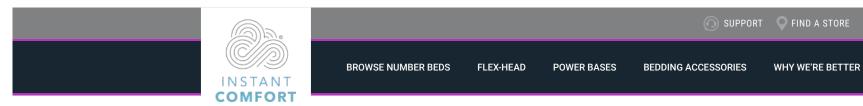
Plush Comfort S6 Plush Comfort S7 Plush Comfort S8 Plush Comfort S9

## **Ultra-Plush** Comfort

Choose Ultra-Plush Comfort Number bed:

Ultra-Plush Comfort Q5 <del>Ultra-Plush Comfort Q6</del> Ultra-Plush Comfort Q7 Ultra-Plush Comfort Q8 Ultra-Plush Comfort Q9







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610 Cushman Street
Fairbanks, AK 99701
Directions

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Chandslar
Coldfoot
Venetle

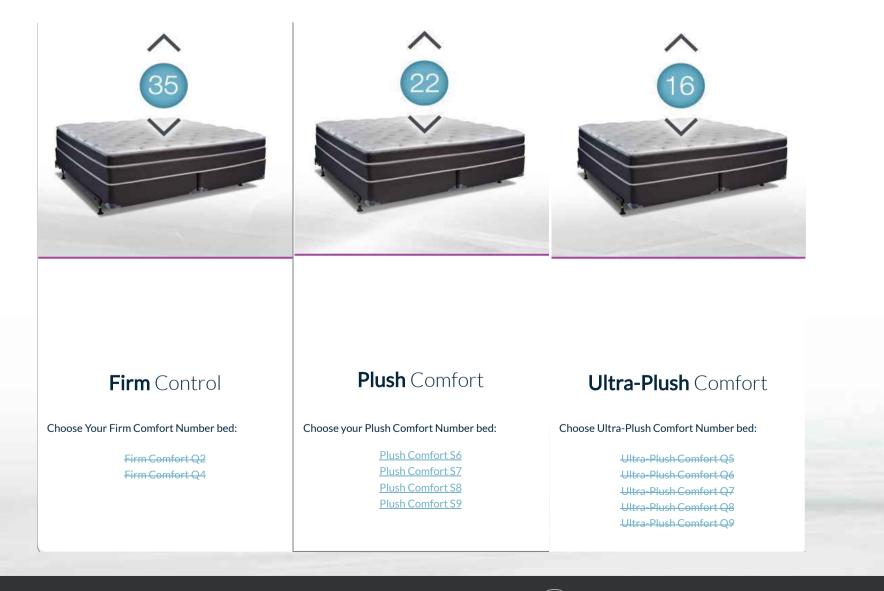
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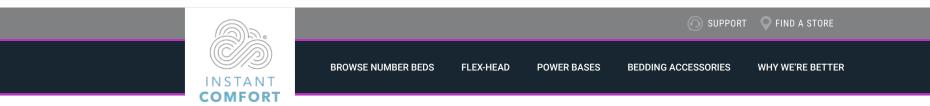
Google



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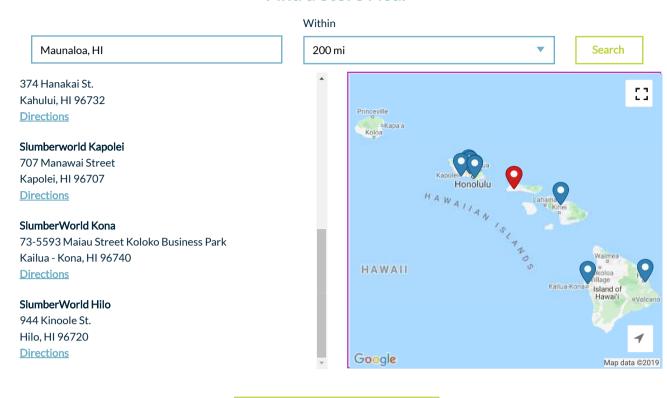


BROWSE NUMBER BEDS FLEX-HEAD **POWER BASES** BEDDING ACCESSORIES

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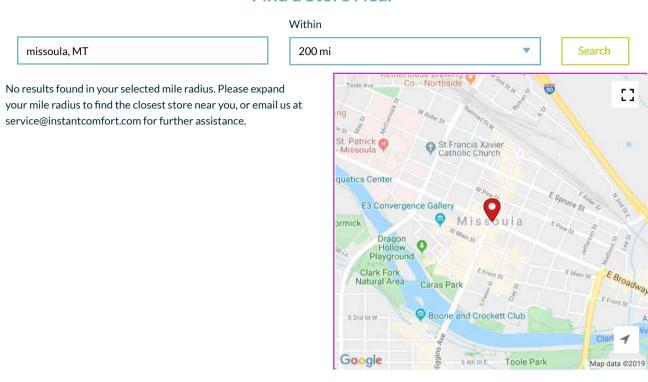




BROWSE NUMBER BEDS WHY WE'RE BETTER FLEX-HEAD **POWER BASES** BEDDING ACCESSORIES

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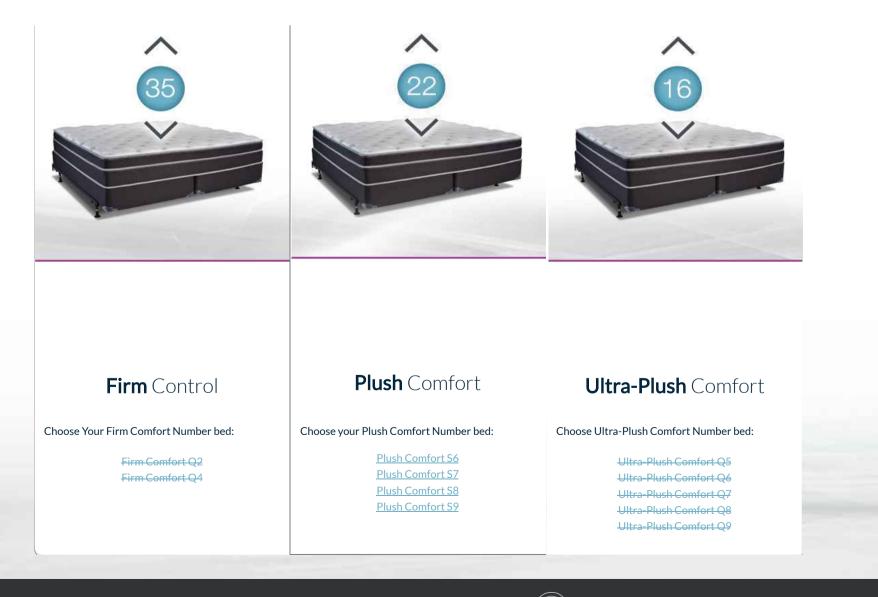


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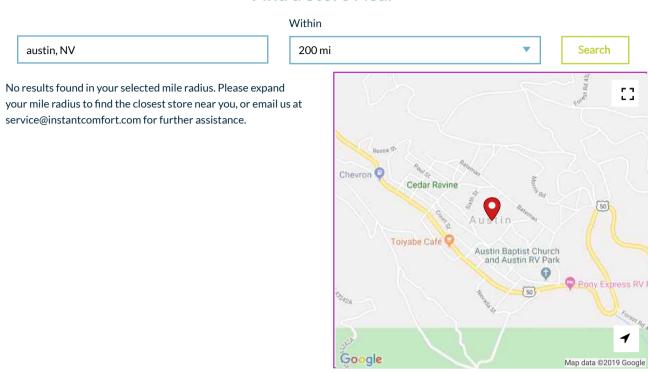
FLEX-HEAD POWER BASES

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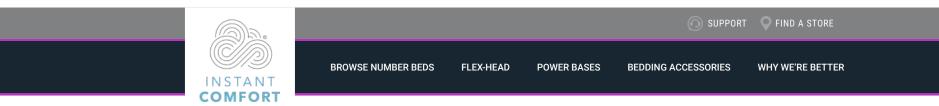
Plush Comfort S8

Plush Comfort S9

INSTANT COMFORT

Ultra-Plush Comfort Q7

Ultra-Plush Comfort Q8 Ultra-Plush Comfort Q9





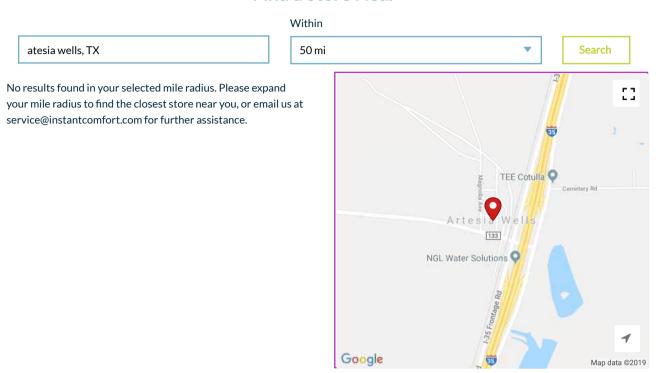
BEDS FLEX-HEAD POWER BASES

BEDDING ACCESSORIES

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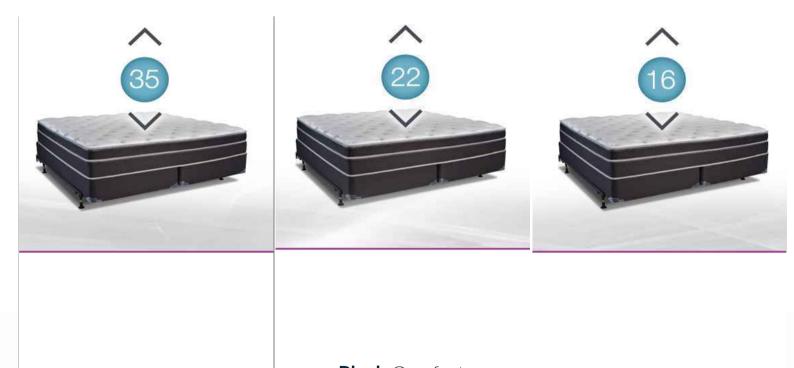


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## Firm Control

Choose Your Firm Comfort Number bed:

Firm Comfort Q2
Firm Comfort Q4

## **Plush** Comfort

Choose your Plush Comfort Number bed:

Plush Comfort S6
Plush Comfort S7
Plush Comfort S8

Plush Comfort S9

## **Ultra-Plush** Comfort

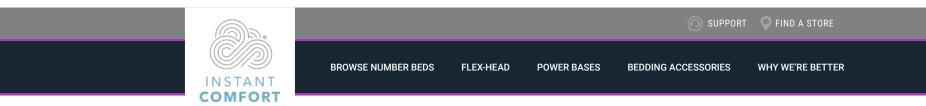
 ${\bf Choose\ Ultra-Plush\ Comfort\ Number\ bed:}$ 

Ultra-Plush Comfort Q5 Ultra-Plush Comfort Q6 Ultra-Plush Comfort Q7 Ultra-Plush Comfort Q8

Ultra-Plush Comfort Q9



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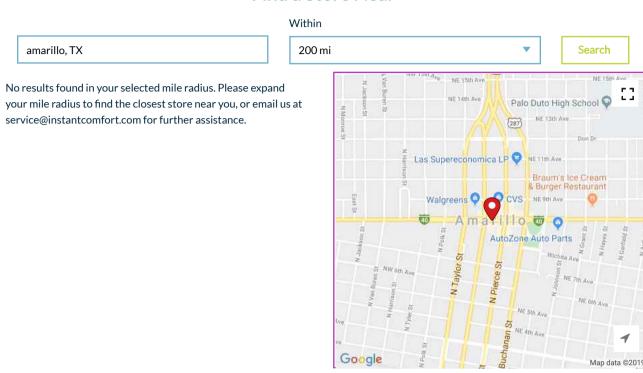




BROWSE NUMBER BEDS WHY WE'RE BETTER FLEX-HEAD POWER BASES BEDDING ACCESSORIES

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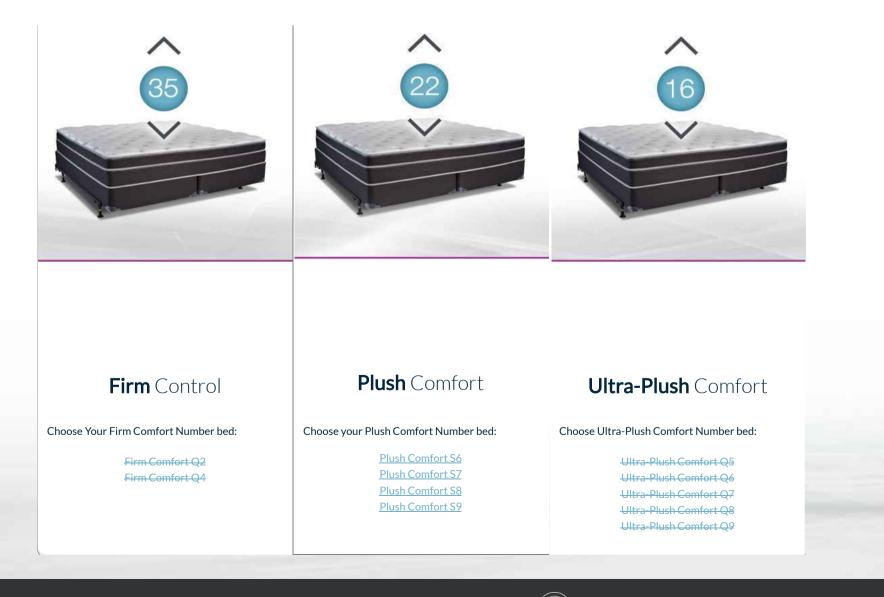


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## DISCOVER THE BED OF YOUR DREAMS -ALL AT THE TOUCH OF YOUR FINGERS

Instant Comfort® offers consumers three different bed series including Firm Comfort, Plush Comfort, and Ultra-Plush Comfort. Whether you prefer your air-technology firm, combined with memory foam or luxurious pillow top feel, we have the bed for you! With 45 individual comfort settings and over 40 years of mattress manufacturing excellence, we are confident in bringing you Instant Comfort®.







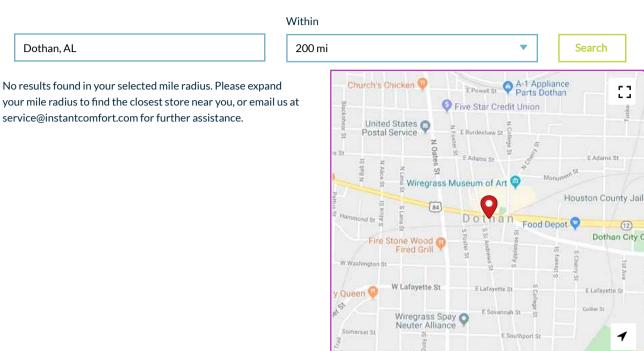
FLEX-HEAD POWER BASES

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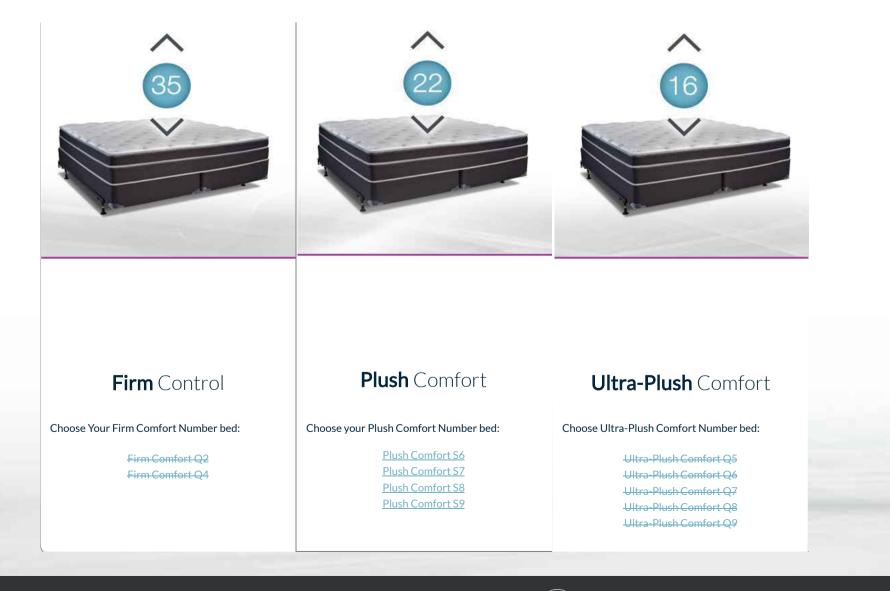
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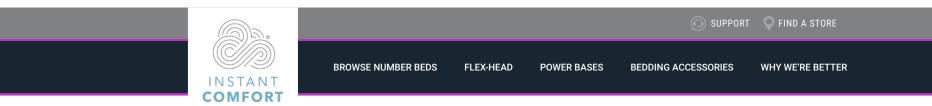


## DISCOVER THE BED OF YOUR DREAMS - ALL AT THE TOUCH OF YOUR FINGERS

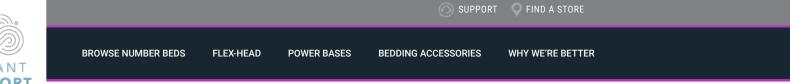
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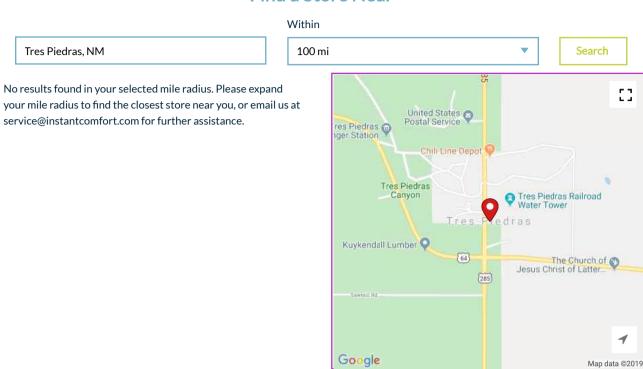






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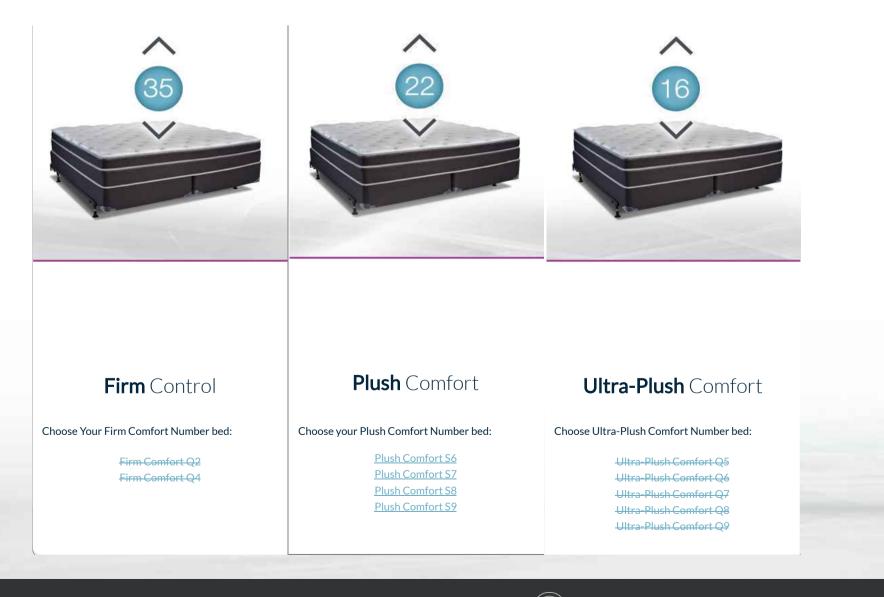


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FLEX-HEAD P

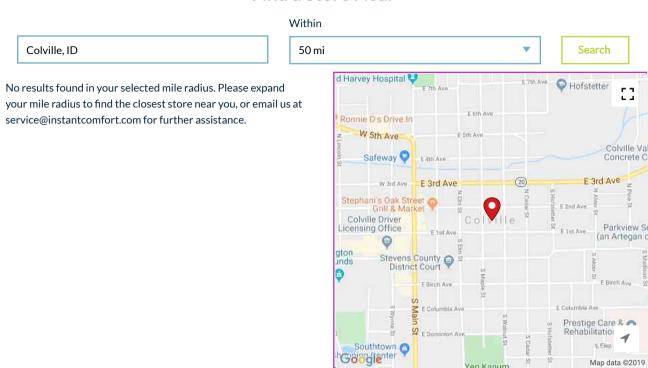
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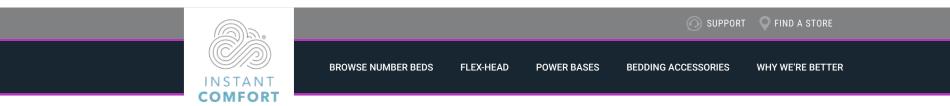


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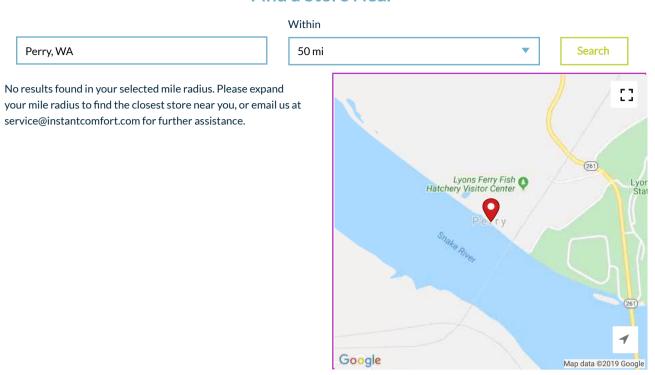




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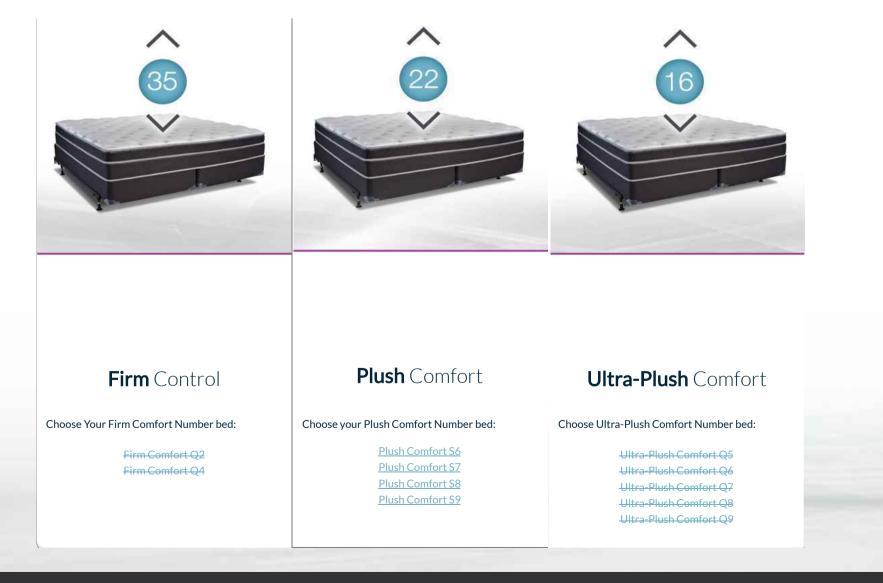


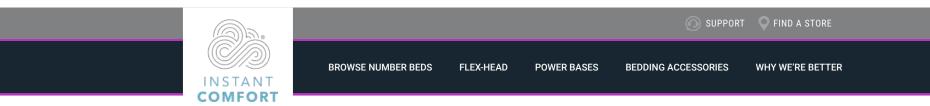
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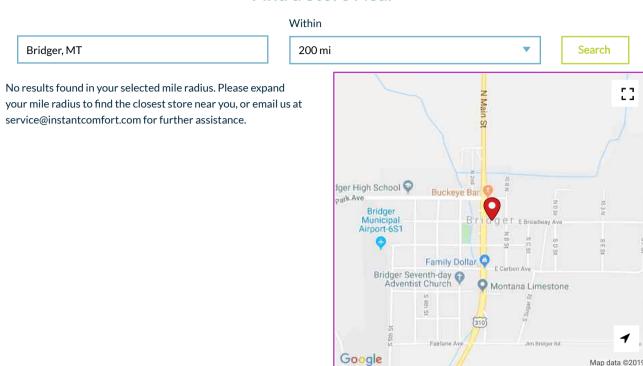
FLEX-HEAD POWER BASES

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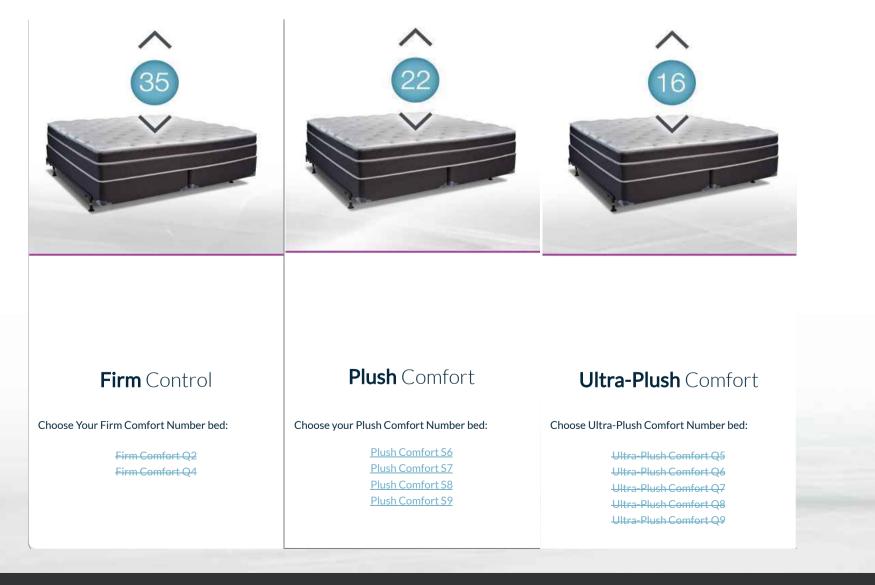


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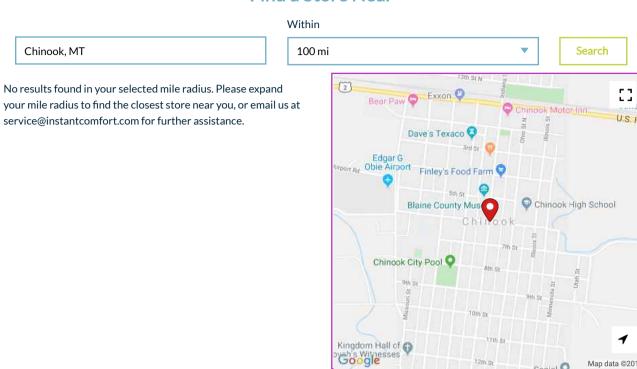
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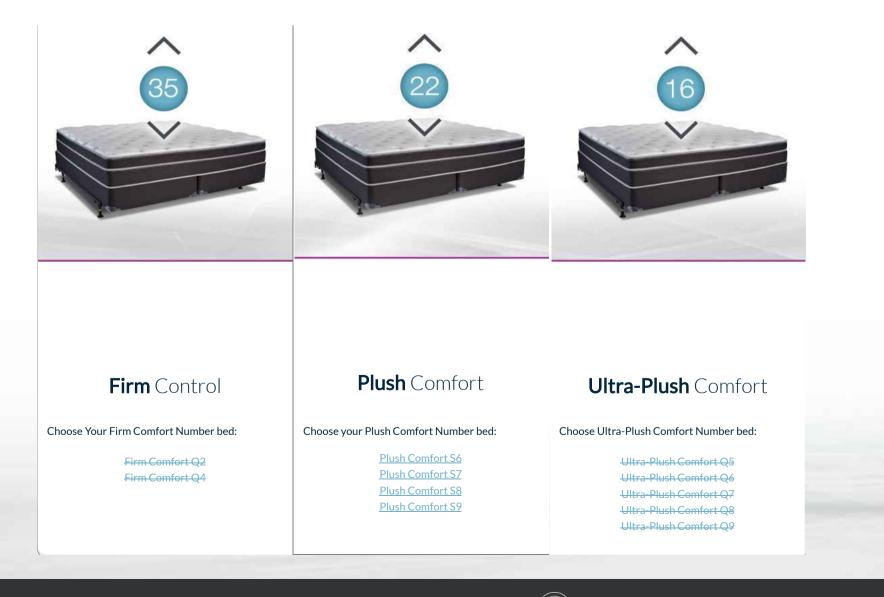


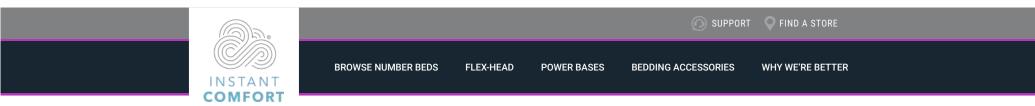
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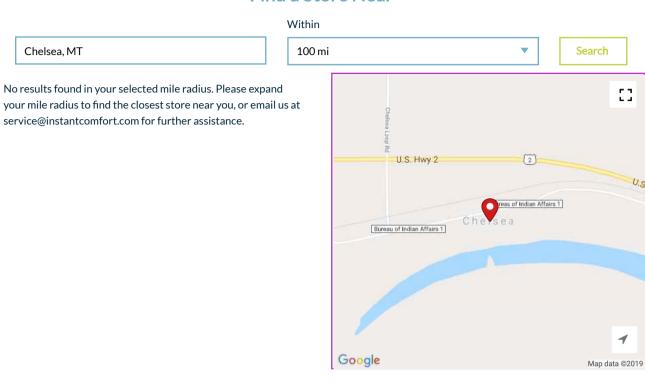




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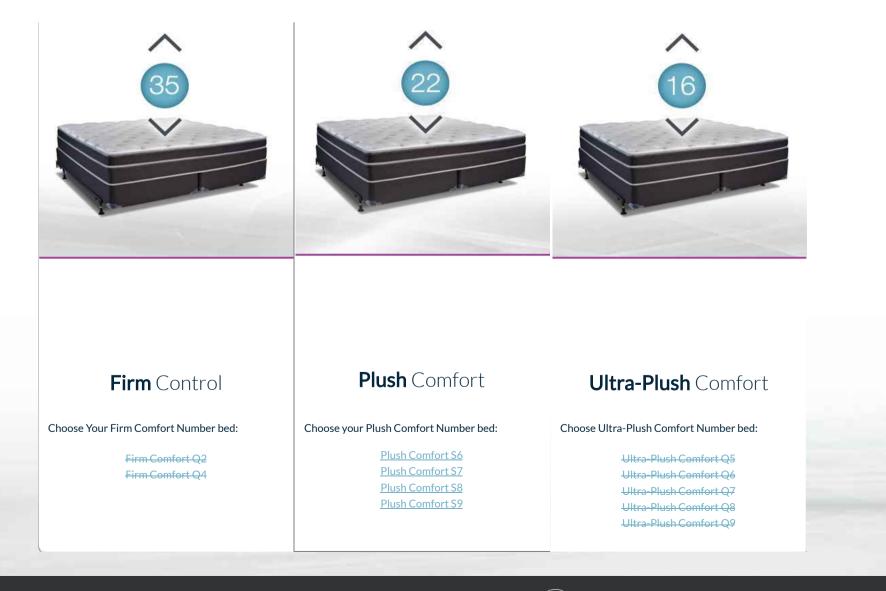


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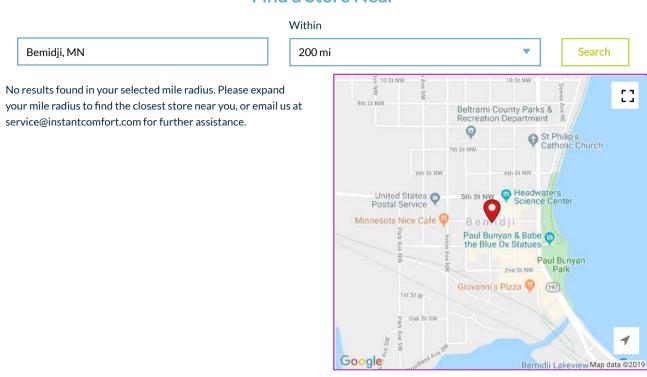




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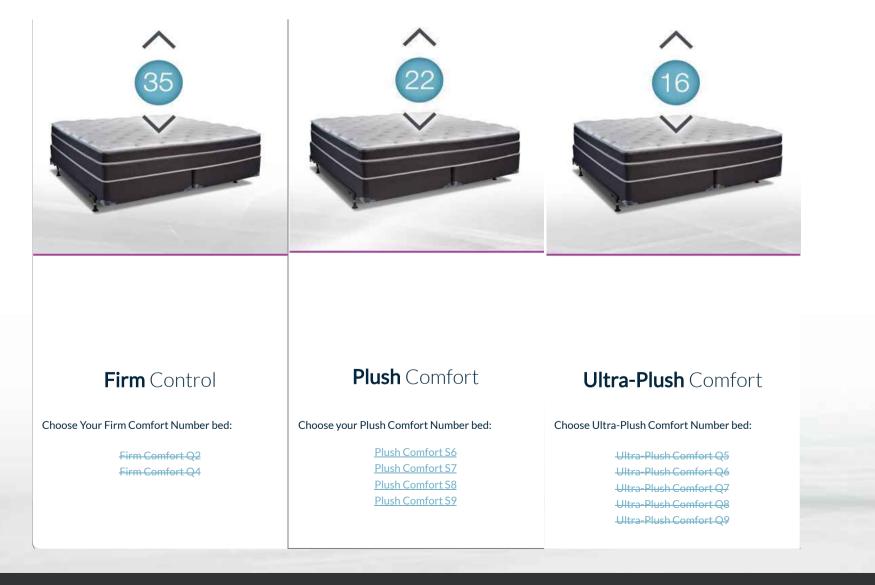


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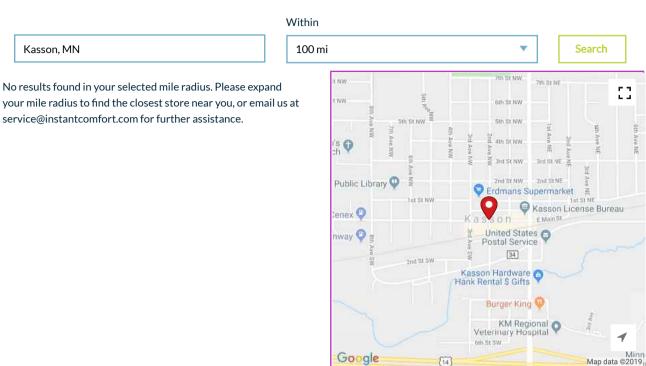
FLEX-HEAD POWER BASES

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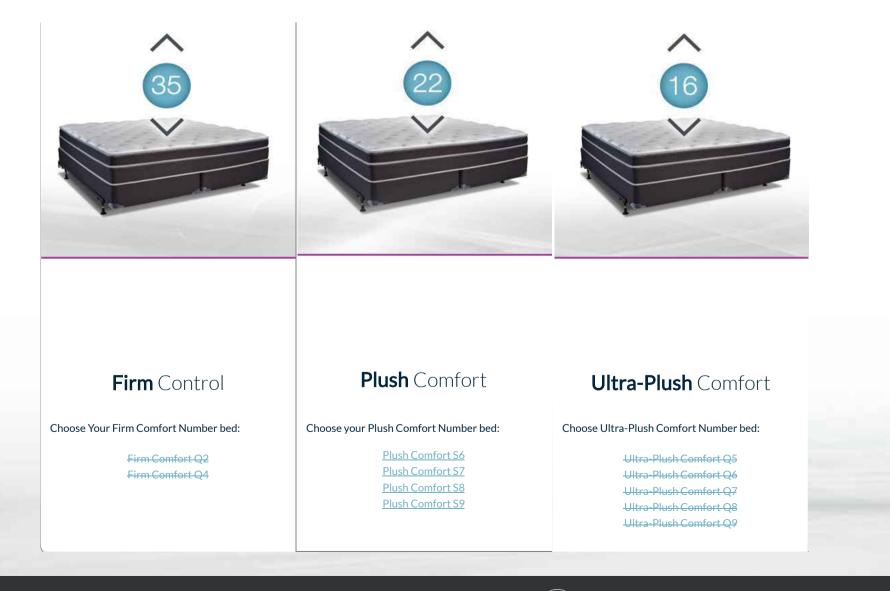


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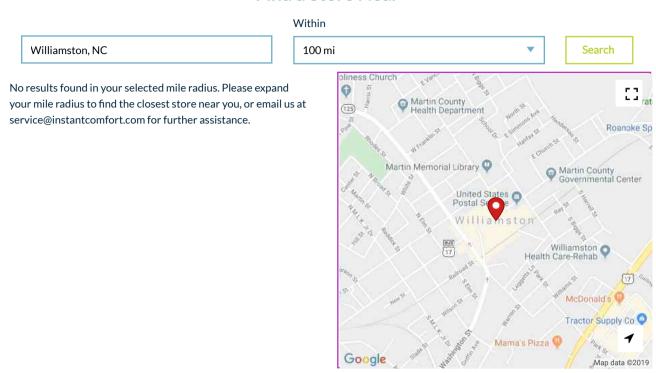
FLEX-HEAD **POWER BASES** 

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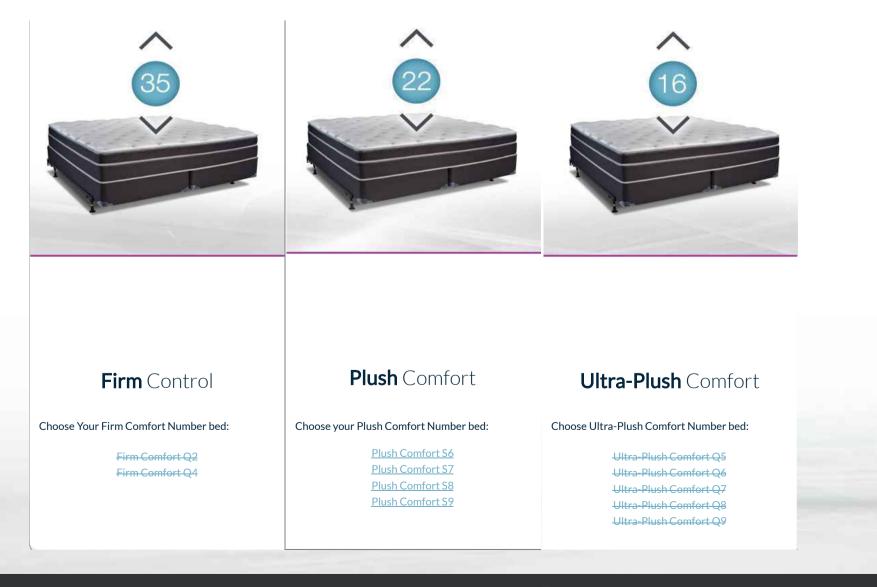


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SUPPORT

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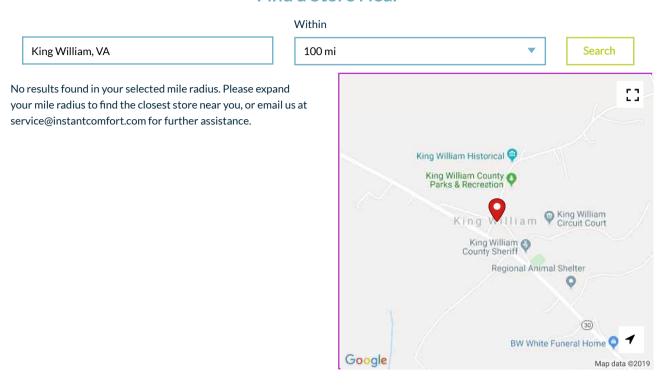
BEDDING ACCESSORIES WHY WE'RE BETTER



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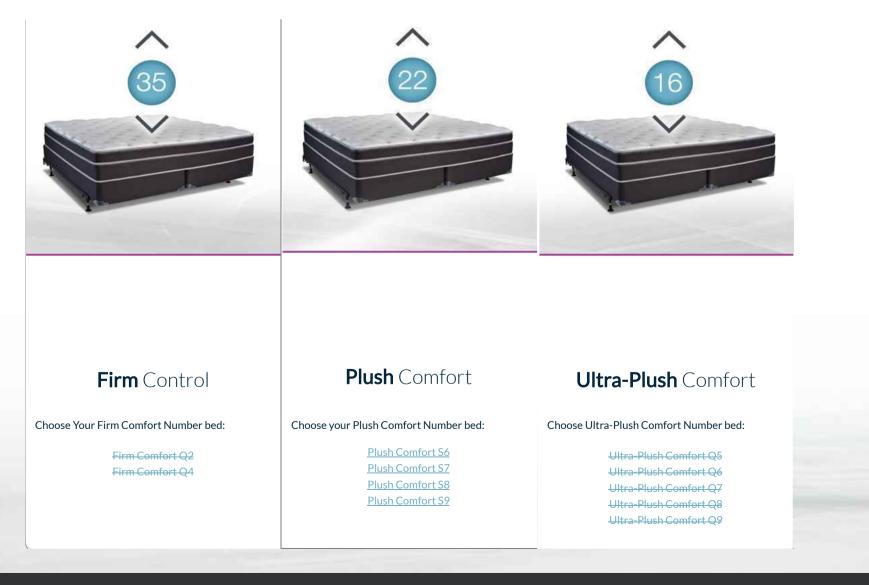


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**POWER BASES** 

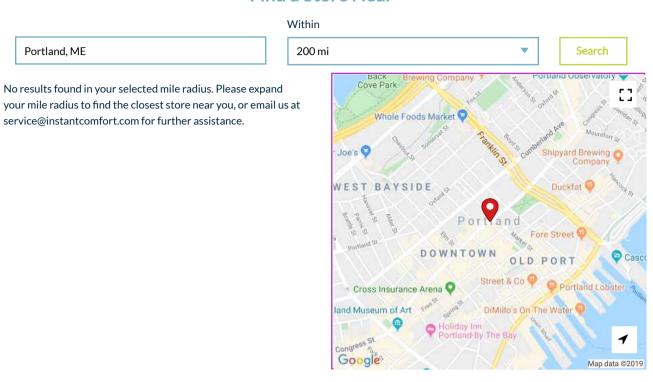
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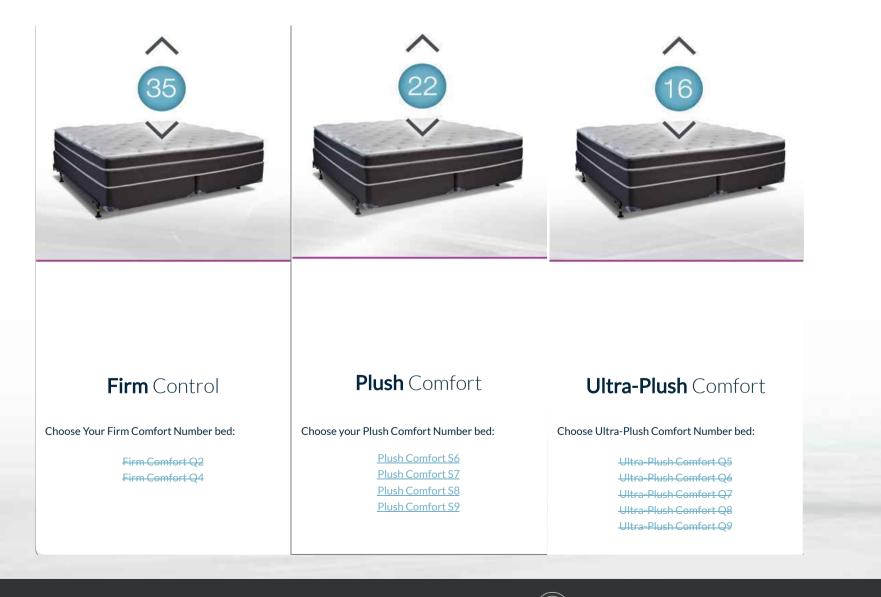


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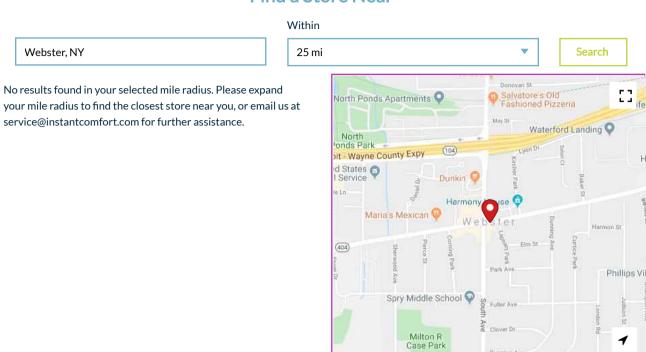
FLEX-HEAD POWER BASES

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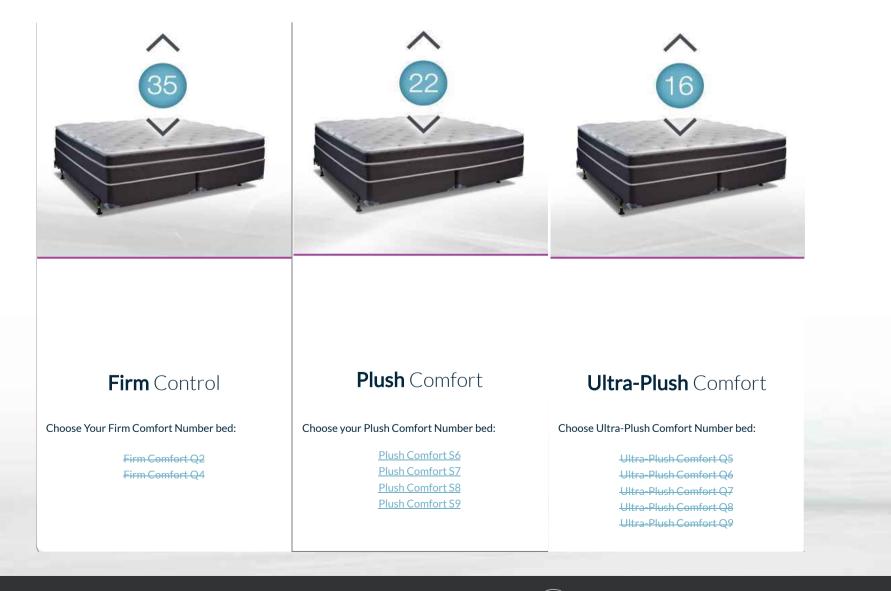
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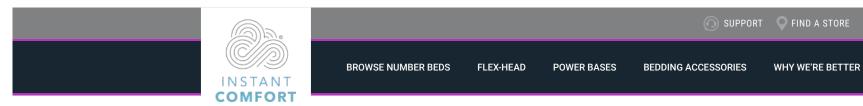


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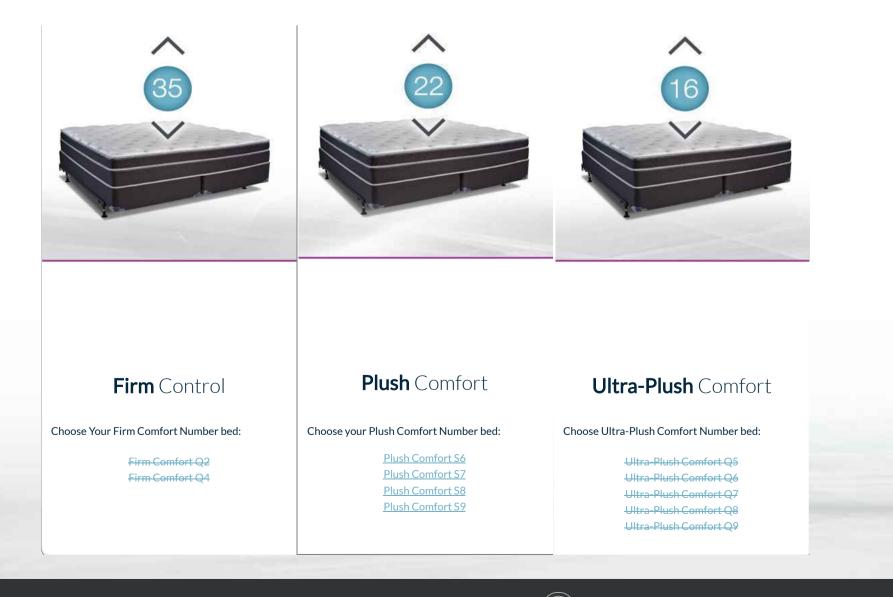


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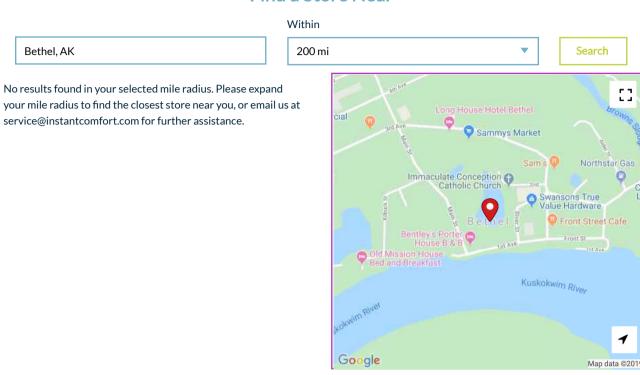




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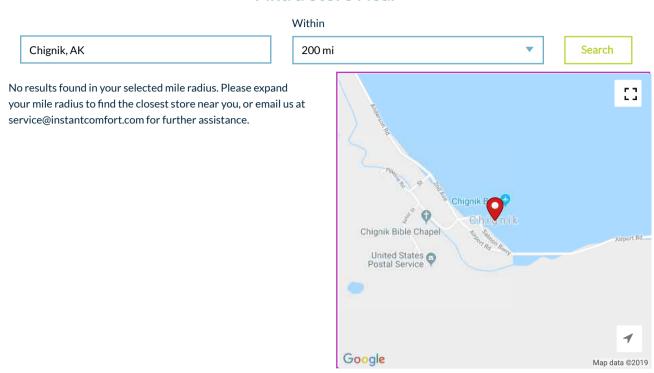


FLEX-HEAD POWER BASES BEDDING ACCESSORIES

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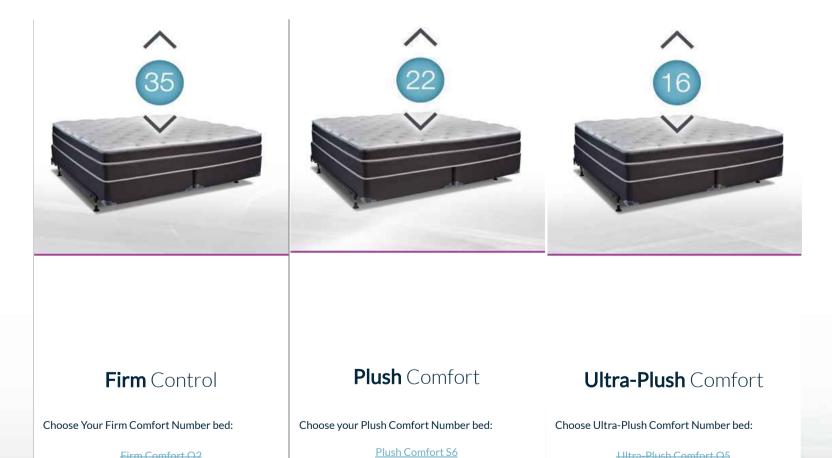


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Plush Comfort S7

Plush Comfort S8

Plush Comfort S9

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Ultra-Plush Comfort Q5

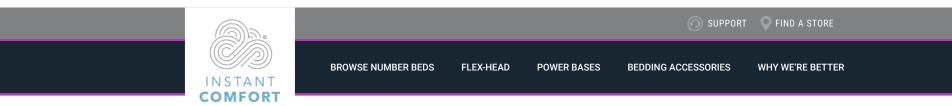
<del>Ultra-Plush Comfort Q6</del>

Ultra-Plush Comfort Q7

Ultra-Plush Comfort Q8 Ultra-Plush Comfort Q9

Firm Comfort Q2

Firm Comfort Q4



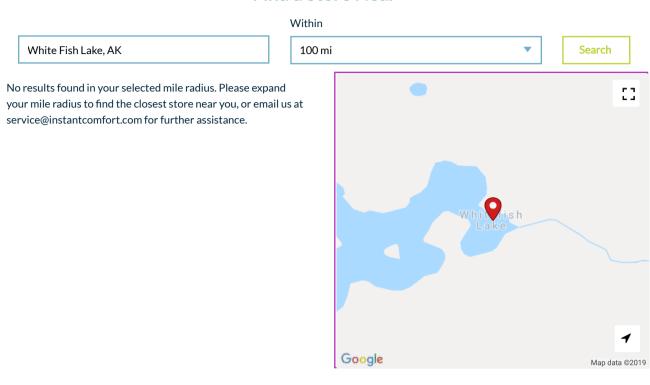


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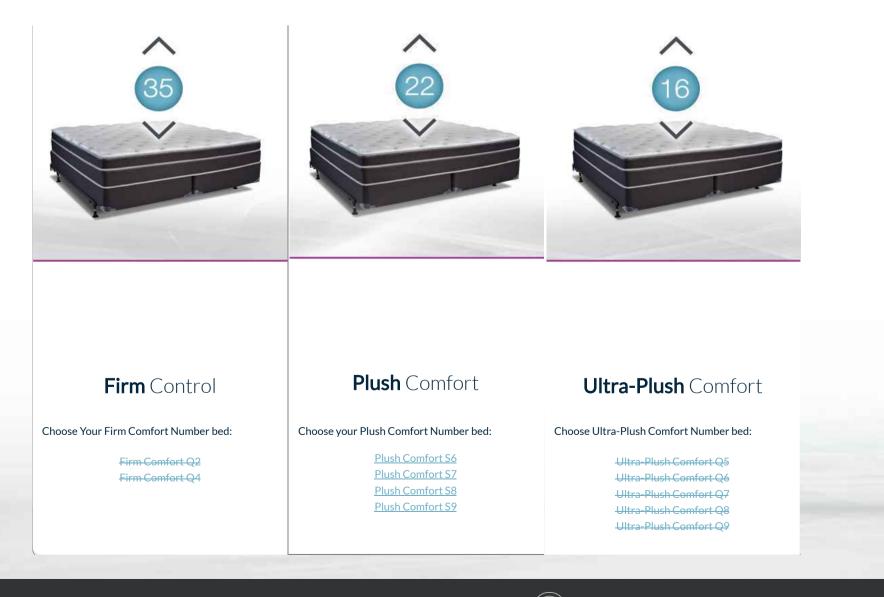


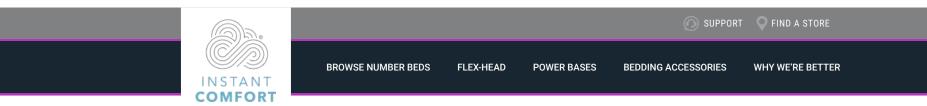
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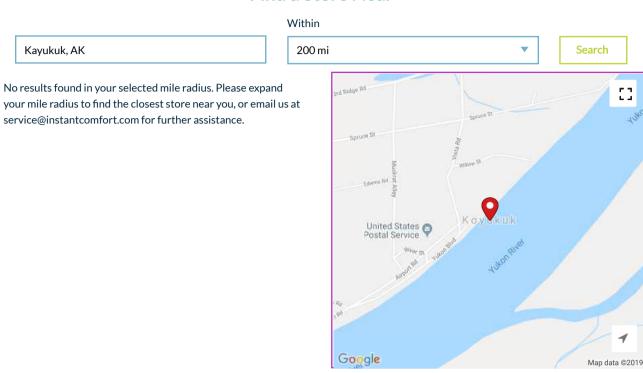
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## Firm Control

Choose Your Firm Comfort Number bed:

Firm Comfort Q2
Firm Comfort Q4

## **Plush** Comfort

Choose your Plush Comfort Number bed:

Plush Comfort S6
Plush Comfort S7
Plush Comfort S8

Plush Comfort S9

# **Ultra-Plush** Comfort

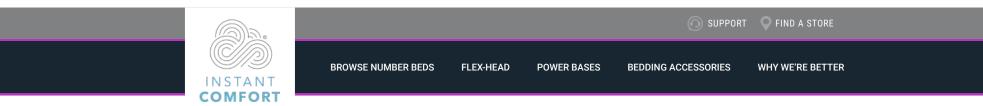
 ${\bf Choose\ Ultra-Plush\ Comfort\ Number\ bed:}$ 

Ultra-Plush Comfort Q6 Ultra-Plush Comfort Q7 Ultra-Plush Comfort Q7 Ultra-Plush Comfort Q8

Ultra-Plush Comfort Q9

INSTANT COMFORT

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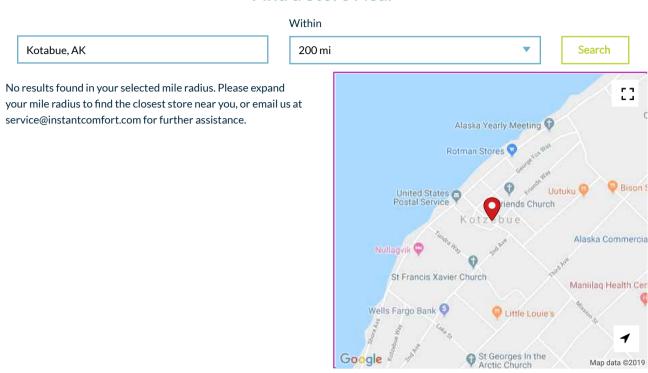
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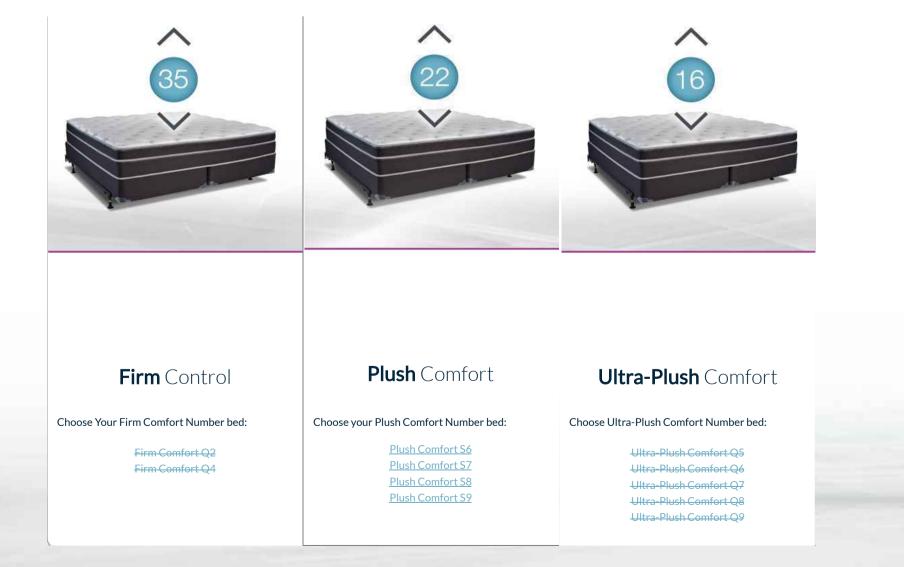


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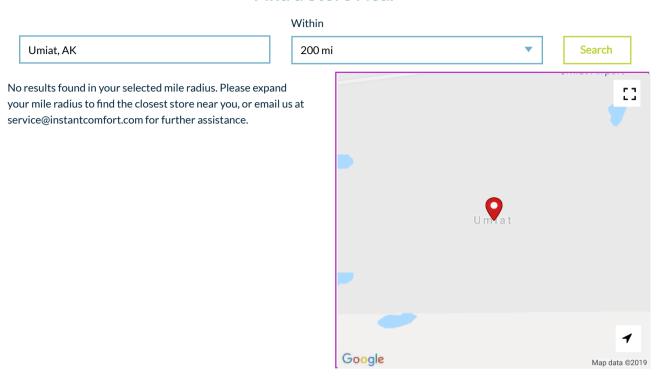




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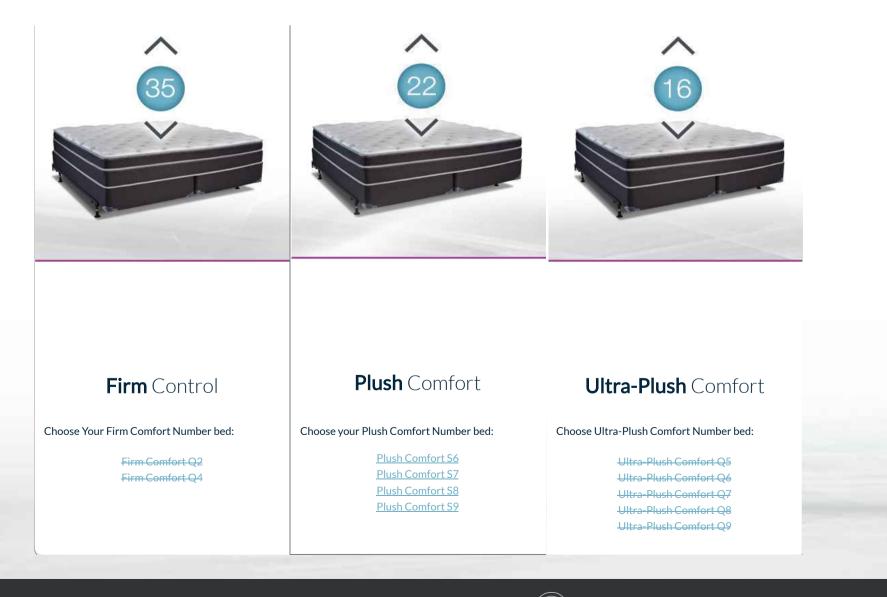


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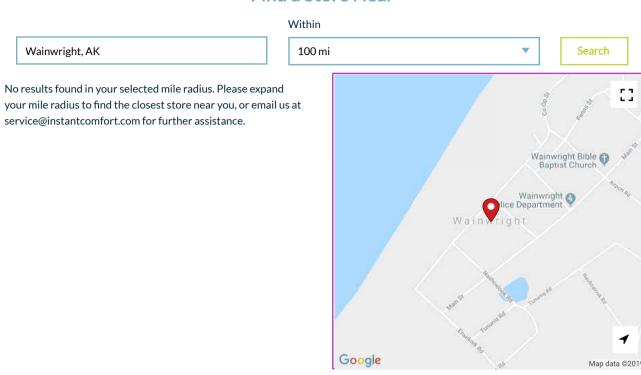
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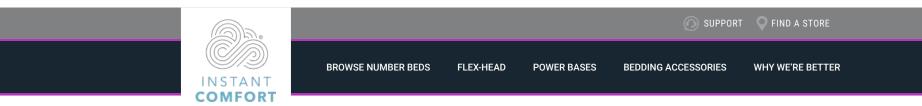
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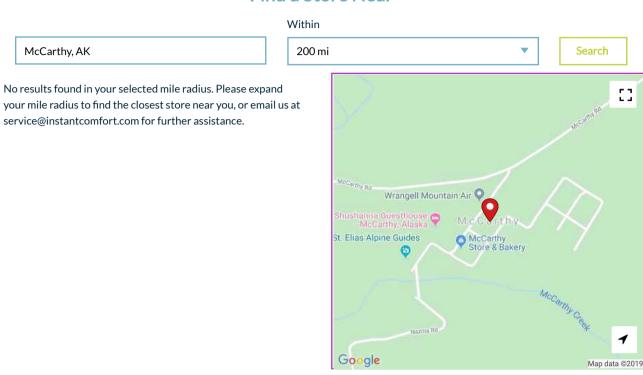




BROWSE NUMBER BEDS WHY WE'RE BETTER FLEX-HEAD POWER BASES BEDDING ACCESSORIES

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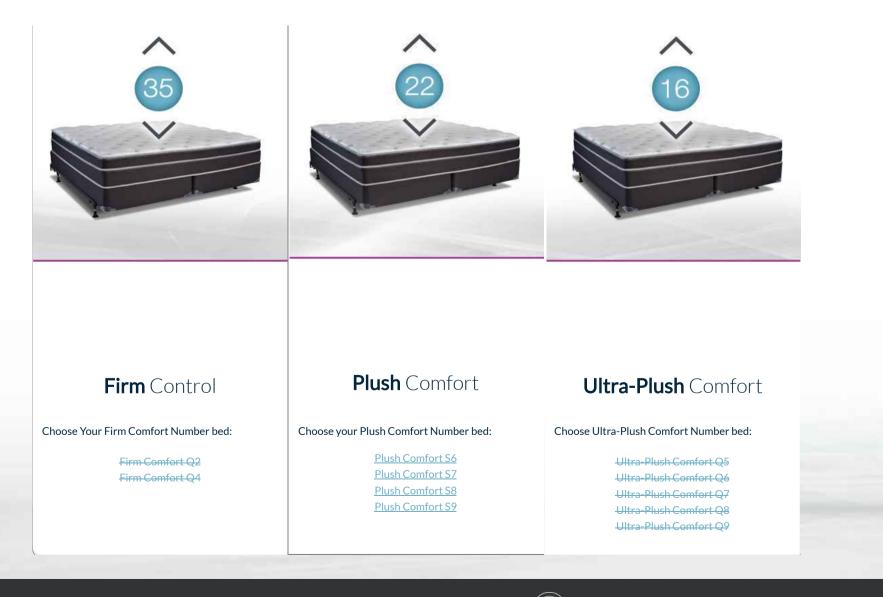


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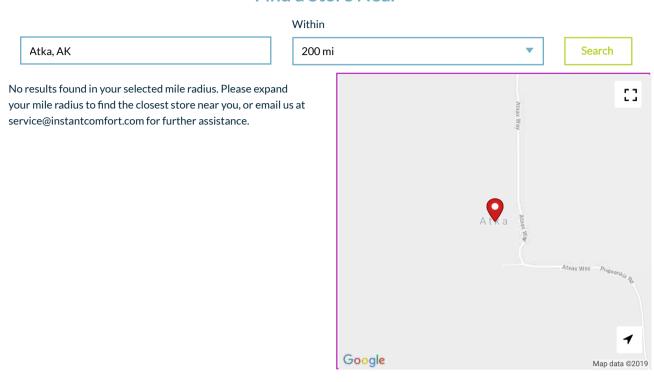




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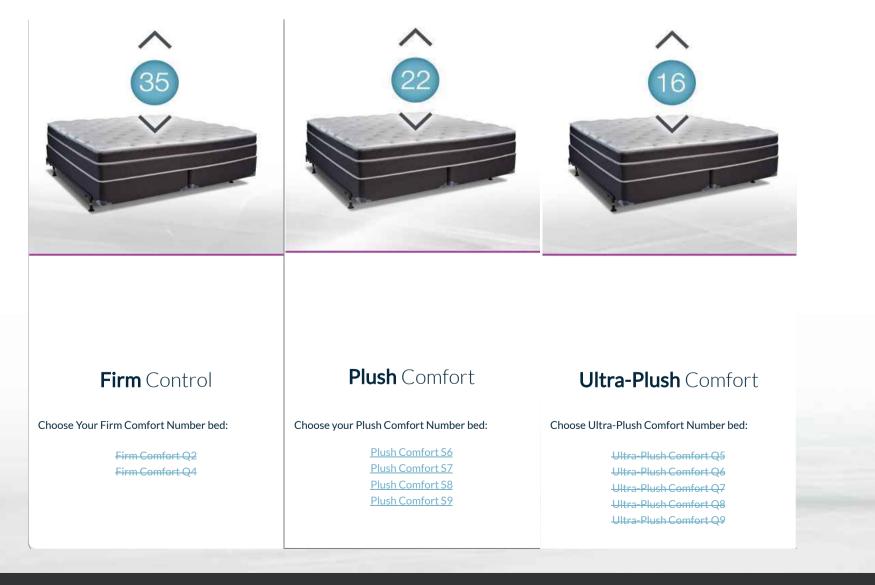


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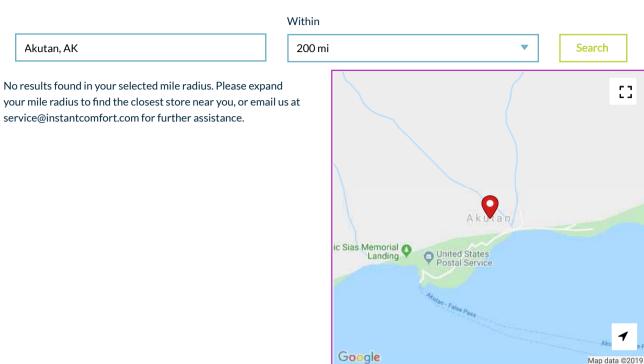
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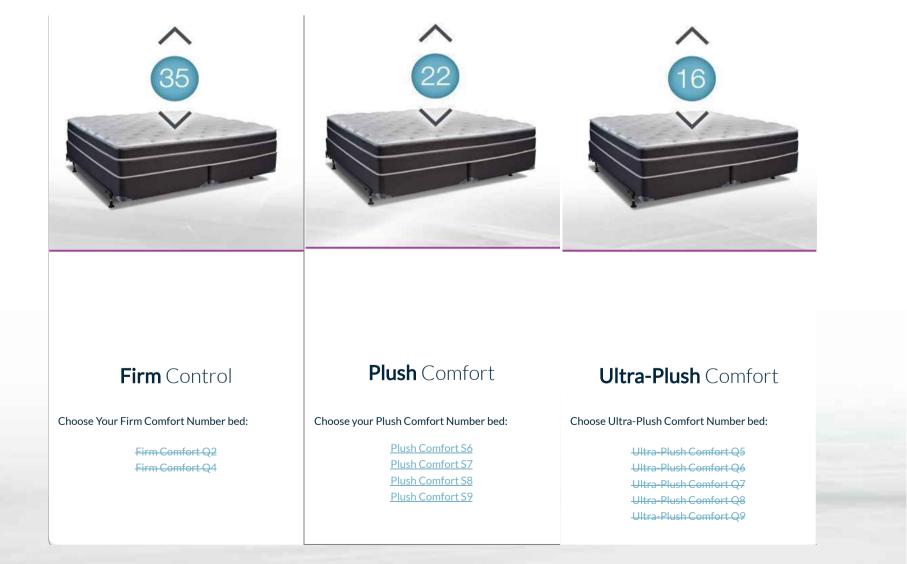


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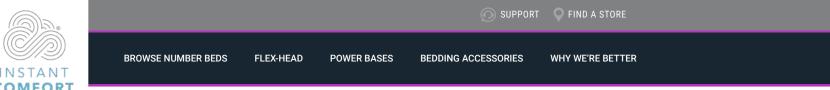
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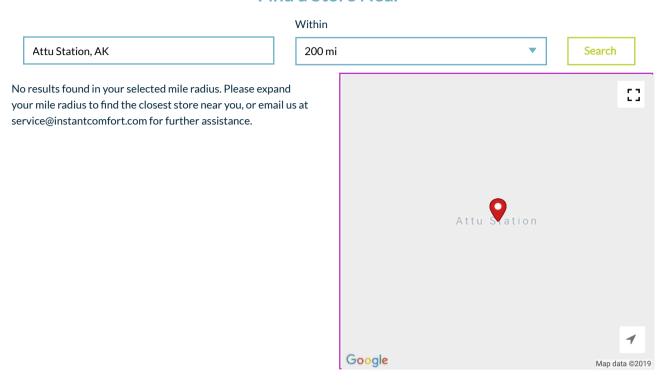
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