



## Sleep Number and NFL Announce Groundbreaking Partnership to Emphasize the Importance of Sleep on player performance

*Sleep Number named the Official Sleep and Wellness Partner of the NFL*

**Minneapolis – Jan. 31, 2018** –Today, Sleep Number and the National Football League announced a multi-year partnership aimed at helping to improve players' performance by maximizing the benefits of a great night of sleep. Through this partnership, every player in the league will be offered a Sleep Number 360™ smart bed with [SleepIQ® technology](#). Sleep Number will work with players, teams and trainers as they integrate sleep insights into their overall performance regimens.

"We are constantly assessing world-class technologies and partners and know this unprecedented partnership will provide players the ability to improve their performance through individualized, smarter sleep," said Roger Goodell, NFL commissioner. "We're offering Sleep Number's revolutionary technology to maximize the body's most basic need for renewal – sleep – to improve the well-being of our players and coaches."

The effortless adjustability of Sleep Number smart beds together with the advanced biometrics of SleepIQ technology will help players understand how [better sleep impacts their on-the-field performance](#). The partnership will also leverage Sleep Number's expertise in the impact of sleep on overall health and performance, while further strengthening the company's already comprehensive sleep data insights.

"We're excited to make a difference for these world-class athletes as they benefit from our SleepIQ technology and the effortless adjustability of our beds. And we are thrilled to be entering a long-term partnership with a performance-based organization like the NFL," said Shelly Ibach, Sleep Number president and chief executive officer. "Our partnership builds on the deep relationship we've established with the Minnesota Vikings and the Dallas Cowboys, who understand the connection between sleep, training and performance."

As part of their joint commitment to improve sleep for the entire NFL, the two organizations will:

### Multimedia Gallery

Nicollet Mall PR ...



[Click here to view and download images & video.](#)

### More Information

[Sleep Number + NFL Fact Sheet](#)

[Sleep + Performance Fact Sheet](#)

### Contact Us

Sarah Reckard,  
Sleep Number  
763-551-6076  
[Email](#)

Danielle Lund,  
Tunheim  
715-222-9641  
[Email](#)

### Spokespeople Bios

[Shelly Ibach Bio](#)

[Pete Bils Bio](#)

### Join Us

Visit: [www.sleepnumber.com/NFL](http://www.sleepnumber.com/NFL)

[Become a Fan on Facebook](#)

[Follow Us on Twitter](#)

- Offer all active NFL players Sleep Number 360 smart beds – because what you sleep on directly impacts sleep quality and performance.
- Work with players, teams and trainers to integrate sleep insights into their training.

#### About Sleep Number Corporation

As the leader in sleep innovation, Sleep Number Corporation (NASDAQ: SNBR) delivers the best quality sleep through effortless, adjustable comfort and biometric sleep tracking. Sleep Number is a visionary in health and wellness, proving the connection between quality sleep and wellbeing. With its powerful SleepIQ® technology platform, powering one of the most comprehensive databases of biometric consumer sleep data in the world, Sleep Number is fundamentally changing the way we monitor and manage health. To experience better quality sleep, visit one of the over 550 Sleep Number® stores located in all 50 states or [SleepNumber.com](https://www.sleepnumber.com). For additional information, visit our [newsroom](#) and [investor relations](#) site.

#### Media Contacts:

Alex Riethmiller, NFL, 310.840.4681, [alex.riethmiller@nfl.com](mailto:alex.riethmiller@nfl.com)

Sarah Reckard, Sleep Number, 763-551-6076,

[sarah.reckard@sleepnumber.com](mailto:sarah.reckard@sleepnumber.com)

Maggie Habashy, Sleep Number, 763-551-6986,

[maggie.habashy@sleepnumber.com](mailto:maggie.habashy@sleepnumber.com)

###

## Brad Paisley Pop-up Performance at Sleep Number before Super Bowl LII



**MINNEAPOLIS, January 30, 2018** – As Super Bowl LII kicks off in Minneapolis, country music superstar **Brad Paisley** surprised shoppers at the Mall of America today in the **Sleep Number** store. Paisley performed several songs during the pop-up performance for an overflowing crowd of delighted fans, including “Today,” “Celebrity,” “Alcohol,” “Mud on the Tires,” “I’m Gonna Miss Her,” – and of course “Go to Bed Early.”

“It’s thrilling to be here in Minneapolis for the Super Bowl, and fun to perform for fans like this and especially in the Sleep Number store,” said Brad Paisley. “I like



Minnesota, I like that you have thousands of lakes and that you stand on top of the ice to fish."

To view/download images and video, please visit:

[B-roll video](#)

[Photos](#)

Contacts:

Maggie Habashy  
Sleep Number



[Maggie.Habashy@sleepnumber.com](mailto:Maggie.Habashy@sleepnumber.com)  
763-551-6986

Danielle Lund  
Tunheim for Sleep Number  
[DLund@tunheim.com](mailto:DLund@tunheim.com)  
952-851-1602

###