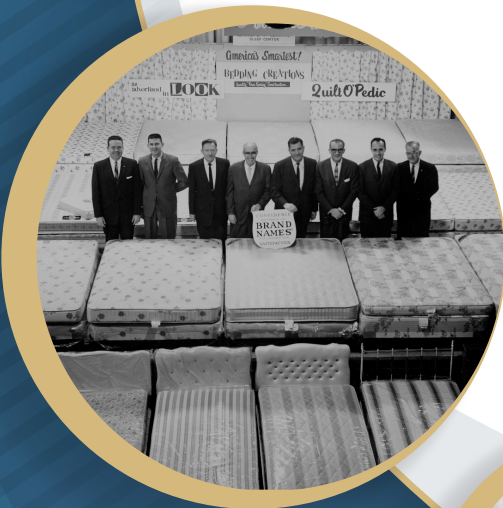


YOUR RETAILER BENEFITS

- **Floor Presence:** 90th Anniversary top-of-bed display, plus event signage.
- **Advertising Support:** Up to **\$2,500 in additional co-op advertising funds** (see Sales Director for details).
- **Digital Visibility:** Featured on the Paramount Sleep website as a participating dealer.
- **Marketing Collateral:** Professional brochures, signage, and educational materials for your team.
- **Rest Test Rewards:** Each month, the winning retailer earns:
 - **1 free mattress** for the RSA
 - **1 free mattress** for the consumer (Mattresses will be delivered to your store on Paramount's truck. Your team is only responsible for coordinating final delivery to the consumer. If the RSA winner prefers a different Paramount mattress, they may upgrade at wholesale cost variance.)
- **Winner Notifications & Next Steps:**
 - Once winners are selected, Paramount Sleep will issue an email announcement.
 - Winners must connect with our finance department to complete required paperwork before prizes are released.
 - If the consumer's email address was not provided on the entry form, the retailer will be responsible for contacting the consumer to announce their prize.
- **Monthly Drawing:** Paramount Sleep conducts the drawing and all participating retailers are included.

*"IF YOU WANT YOUR BUSINESS TO GROW, YOU'VE GOT TO GROW WITH IT.
THE WORLD DOESN'T STAND STILL. PEOPLE WANT TO BUY WHAT'S NEW!"*

- ARTHUR DIAMONSTEIN - 2ND GENERATION PRESIDENT



CONTACT YOUR SALES REPRESENTATIVE

2026 Paramount 90th Anniversary **REST TEST PROGRAM**



PARAMOUNT SLEEP

Paramount Sleep company has been handcrafting mattresses since 1935. We are one of the oldest continuously owned family owned and operated mattress companies in the USA. Each month, Paramount will continue to celebrate its 90th Anniversary of being a family business by offering a year long rest test program for participating retailers.

We will be giving away (2) 90th Anniversary, any size mattress, and any style starting in 2026. We will be offering a free mattress to the **consumer** who Rest Test our products, along with the **RSA** who demonstrated the rest test.



ELIGIBILITY

Retailers are eligible if they have at least 2 of the new **90th Anniversary** style Paramount Mattresses on their floor.

See the other side →



CONTACT YOUR SALES REPRESENTATIVE