

Better Homes and Gardens Mattress Line Debuts in February

Meredith Corporation teams with Serta's Five Star Mattress on exciting new line reflecting 'what women want' in bedding

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NEW YORK, Dec. 30 /[PRNewswire-FirstCall](#)/ -- Meredith Corporation , one of America's leading media and marketing companies, today announced a partnership with Five Star Mattress, a bedding company launched by the owners of Serta, to develop and license a new line of Better Homes and Gardens branded mattresses.

The new Better Homes and Gardens mattress collection will consist of innerspring and specialty beds featuring pocketed coils for reduced motion transfer, foam encasement for superior edge support, and temperature-friendly memory foam and latex. The line will retail at popular price points from \$799 to \$1,599.

"We've listened closely to what female consumers are looking for in terms of bedding," said Donna Zett, President, Five Star Mattress. "Now, more than ever, women want affordability, comfort and quality. This new line delivers on all three fronts."

The new bedding line will be unveiled at the Las Vegas Furniture Market in February 2009. Product will be available to consumers at furniture and sleep shops nationwide beginning in March.

"These new mattresses are the perfect complement to our branded furniture line and feature Better Homes and Gardens' signature style, price points that work for American families, and the comfort that will bring them a better night's rest," said Elise Contarsy, Vice President, Brand Licensing. "I'm confident women will truly trust and embrace this new extension of the Better Homes and Gardens brand."

Meredith has worked with several leading companies in the last two years to extend the reach of the Better Homes and Gardens brand. This fall, Meredith and Walmart launched an extensive line of Better Homes and Gardens-branded products for the bedroom, bathroom, dining room and living room. Additionally, a partnership with Universal Furniture to create Better Homes and Gardens branded furniture has been touted as one of the industry's most successful furniture launches in the last 20 years.

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