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**COVEREST MATTRESSES HELP SET NEW “GREEN LIVING” STANDARD
IN GOOD HOUSEKEEPING’S “YOUR GOOD HOUSE.”**

(Johnson City, TN) – October 25, 2006 – Coverest, a national manufacturer and retailer of innovative memory foam mattresses, announced today that two of their mattresses have been selected for one of the most innovative and environmentally-correct home renovations in Manhattan. The project oversees the complete restoration of an 1885 Townhouse in New York’s Upper Westside.

“The Green house is an ideal place for Coverest. We are very pleased to be featured alongside other products that demonstrate such high standards of environmentally conscious design, quality and innovation,” said President Jason Boger.

The transformation of the home will be featured in Good Housekeeping’s November special issue of Your Good House as well as on television and online. Paul Gleicher of Gleicher Design Group, who designed the house, and his wife, Lisa Sharkey, president of Al Roker Productions, will live in the New York City townhouse with their three children.

In the children’s bedrooms, Greg, Doug and Casy will be sleeping on the Bamboo and Atlantis mattresses. “The Atlantis and Bamboo sleep systems are great choices for children,” says Jason. “Natural fibers keep the Bamboo free of bacteria, which in turn keeps the mattress smelling fresh. If accidents happen, the waterproof Atlantis’s cover can be zipped off and put in the wash.”

In addition to these built-in features, all Coverest mattresses include a comfort layer built from TrūCell, their high performance memory foam that is engineered to withstand body impressions and the long-term effects of heat and moisture. Coverest mattresses are also fire retardant and come standard with Kevlar thread for added safety and durability.

With shipping partner UPS, Coverest is positioned for strong national and international growth, with over 100 stores joining their U.S. and Canadian retail partner network in the past 9 months.

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ABOUT COVEREST (www.coverest.com)

Based in Johnson City, TN, Coverest is a manufacturer, wholesaler and retailer of luxury specialty bedding focused on improving their customer's health and quality of life through customizable, functional, component mattress designs. Founded in 2005 by entrepreneurs and mattress retailers Matthew Smith, Bradley Smith and Jason Boger, the trio created Coverest after searching in vain for a similar product. Coverest mattresses are unique in the industry, with their combined use of removable, washable covers, high-performance foams, smart fabrics and proprietary packaging technology. These advances provide customers with personalized comfort, a cleaner sleep environment and a more durable product that can be quickly, safely and reliably delivered on a global scale.

For more information, please visit www.coverest.com or call 1-866-717-4580

ABOUT 'YOUR GREEN HOUSE'

Online at:

http://magazines.ivillage.com/goodhousekeeping/myhome/howtos/articles/0,,284554_696677,00.html

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