



For Immediate Release

Serta™ and SOFTLY Give Honduran Orphans a Bed of Their Own

Hoffman Estates, Illinois (Nov. 11, 2005) – 400 children living in severely overcrowded orphanages and shelters in Honduras now have beds to sleep in, thanks to a partnership between Serta International and SOFTLY (Securing Our Future Through Loving Youth) International, a children's service organization.

Aguas Ocana de Maduro, the First Lady of Honduras, announced the gift at a press conference at the presidential quarters in Tegucigalpa, the capital of Honduras in September. Joining her were other Honduras dignitaries, including Sister Maria Rosa Leggol, director of the Sociedad Amigos de los Ninos, a nonprofit group that has helped to raise and educate more than 60,000 children in Honduras.

"Words cannot express how thankful I am to everyone involved today. I think the faces of the children say it best," said Maduro. At her side was 12-year-old Jose, who lived on the streets until three years ago, as well as 24 other children who would soon be enjoying the first real bed of their lives.

Other speakers included Eloise Vincent, executive director and founder of SOFTLY, Bob Malin, vice president of Serta International and John Mussack, General Manager, Camas Olympia Honduras, Serta's Central American licensee.

"We are living in a time when the entire world is one Community," noted Malin. "It is in that spirit that Serta International is pleased to donate 400 beds to the children in Honduras who most need them."

Serta donated the mattresses to SOFTLY, which coordinated the project. The nonprofit group gives mattresses, sheets, bed frames and Magic Dream Pillows (pillows with pillowcases decorated by children throughout America) to some of the world's neediest children in its A Bed For Every Child (ABFEC) program. ABFEC focuses its

efforts in Central America, where an estimated one out of every two children sleeps on the ground every night.

“The children’s shelters in Tegucigalpa are in desperate need of beds,” said Vincent. “One homeless shelter for 36 girls I visited had a total of three mattresses. This donation will make a huge difference to these children.”

“We hope and trust that this gift will help many children sleep well tonight and for many nights to come,” noted Malin. He also acknowledged Camas Olympia, Serta’s Central American licensee for its contribution to the effort.

Serta manufactures the best-selling premium mattress, the Serta Perfect Sleeper®, the new Perfect Day™ collection and the International Touch™ Memory Foam line. Serta also is the nation's number one supplier of mattresses to hotels and motels. Headquartered in Hoffman Estates, Illinois, Serta has 26 U.S. and four Canadian manufacturing plants. Serta also is distributed internationally in 57 other countries throughout the world. For more information, go to www.serta.com.

SOFTLY International is a nonprofit, tax-exempt organization serving children living in severe poverty. It serves poor and frequently orphaned children with programs and missions that provide health and security through simple acts of love. SOFTLY stands for “Securing Our Future Through Loving Youth.” The group believes that we are all one global family; therefore, family love is not just a “hand out” to a child in a strange land, but a “helping hand” creating new opportunities and futures.

SOFTLY’s acclaimed A Bed For Every Child program provides mattresses, bed frames, and Magic Dream Pillows (with pillowcases beautifully decorated by volunteers) to children who would otherwise be sleeping on the ground. Donors are making a long-term positive contribution to the health, well being of children living in severe poverty – while encouraging their hope for a better future. For more information, go to www.softly.com

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