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MORTON GROVE, IL FRANCHISE OWNER WINS AWARD

VERLO MATTRESS FACTORY STORES NAMES KERIN THOMAS-SMITH

FRANCHISEE OF THE YEAR

FORT ATKINSON, WI – Verlo Mattress Factory Stores, the nation’s leader in custom-built mattresses, has named Kerin Thomas-Smith of Morton Grove, IL, Franchisee of the Year. The award was presented at the Annual Verlo National Convention held in Waukesha, WI.

“Our franchise partners are the local businesses at the heart of Verlo,” says Kurt Schusterman, president Verlo. “This distinguished award recognizes the very best qualities among our franchisees both professionally and personally. Under Kerin’s leadership, the Morton Grove store showed a 10.5% sales increase and was ranked at the top of our company’s list for customer service.”

Franchisee of the Year is awarded annually to the Verlo franchise operator that exceeds a variety of designated requirements including sales, maintaining an excellent management team, community involvement and delivering an exemplary customer experience every time. The Morton Grove franchise has three stores in the Chicago area -- Morton Grove, Skokie and Naperville. Thomas-Smith’s stores were ranked number one and number three on overall franchise profitability.

“We’re thrilled to be recognized by our peers and by the Verlo organization,” say Kerin Thomas-Smith. “This award is a tribute to our extremely dedicated managers and employees who work diligently to ensure our customers receive the best Verlo experience every time they visit.”

FRANCHISEE OF THE YEAR

TAKE 2-2-2-2

Founded in 1958, Verlo Mattress Factory Stores is the nation's leader in custom-built mattresses at comfortable prices. Unlike traditional mattress or furniture stores, Verlo custom-builds its sleep systems to the unique comfort needs of the individual and handcrafts the mattresses at local Verlo assembly facilities. If a customer's comfort needs change at anytime during the life of their mattress, Verlo takes it back and makes adjustments on the spot – many times getting it back to the consumer the same day. Each Verlo Mattress Factory Store offers a complete range of styles and prices from \$199-\$3,999 including traditional innerspring mattresses, memory foam beds, Talalay latex, air bed mattresses, and the latest state-of-the-art pocketed coils technology. Verlo Mattress Factory stores provide custom built beds for the home, vacation home, RV, boat, and unique bed frames such as antiques. Visit www.verlo.com or www.verlofranchise.com for more information.