



For immediate release

Serta® and Donald Trump Want You to Put the Counting Sheep Back to Work!

Enter the Counting Sheep for Hire Contest for a Chance to Win a Trump Luxury Suites Getaway in Las Vegas

Hoffman Estates, IL (July 26, 2010) ó Serta and Trump Home® want to help the Counting Sheep get back to work and are enlisting the help of people on Facebook. The "Counting Sheep for Hire" Contest launches on July 26th and invites Facebook users to help Donald Trump find the perfect job for the Counting Sheep within his company. The contest will be supported with a three-part web series on YouTube starring the world's most famous businessman, Donald Trump, alongside the world's most famous Counting Sheep, #1. The web series also launches on July 26th exclusively on Serta's YouTube channel (URL to be provided by Ketchum).

The contest will be open for entries over a three-week period with one new "webisode" premiering each week. Facebook users can enter the contest by writing a "letter of employment recommendation" on behalf of the Counting Sheep to Donald Trump. There will be three weekly entry periods and the first 50 entrants each week will win a limited edition Trump Home® Counting Sheep plush toy. Serta will select three finalists per week based on a set of established criteria and then let the public vote for the winners among the nine selected finalists.

One grand prize winner will receive a Trump Luxury Suites Getaway to Trump International Hotel® Las Vegas. The remaining finalists will receive a variety of Trump branded gifts, including a limited edition Trump Home® Luxury Suites mattress by Serta for the runner up. Visit www.facebook.com/Sertamattress starting July 26th for the Official Rules.

Visit Serta's Facebook page starting July 26th for additional contest details (www.facebook.com/Sertamattress). Plus, follow the Counting Sheep flock spokesperson, Sheep #1 on Twitter as he tweets about his reactions to the contest @SertaSheep1.

About Serta:

Serta is a bedding brand leader and the manufacturer of the best selling premium mattress in America, The Serta Perfect Sleeper®, the upscale Perfect Day® collection, the elegant Vera Wang by Serta® Collection and the luxurious Trump Home® Collection. For more information, visit, www.serta.com <<http://www.serta.com>>. As the leading provider of mattresses to the hospitality industry, Serta partners with hotel groups such as Hilton Hotels, Marriott, Intercontinental Hotels Group, Bellagio Hotel, Wyndham Hotels, Omni Hotels, Choice Hotels, Accor Hotels and many more. Serta has 23 U.S. and four Canadian manufacturing plants. In addition, Serta is distributed internationally in 60 other countries. With its worldwide network, Serta is able to respond quickly to customers' needs while still preserving strict control standards to ensure the highest quality products.

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About the Trump Organization:

The Trump Organization encompasses global real estate development and global licensing, sales and marketing, property management, golf course development, entertainment, entertainment and product licensing, brand development as well as restaurants and event planning. The product licensing division of the company has selectively granted licenses for the manufacture and distribution of product under the Donald J. Trump Signature Collection brand (men's suiting, dress shirts, neckwear, jewelry and accessories, small leather goods and eyewear) and the Trump Home Brand (furniture, room decor, lighting and mattresses). In addition, licenses have been granted for gourmet chocolate and premium spirits. Donald J. Trump is the Chairman and President of The Trump Organization, a privately held company in New York. For more information, visit www.trump.com.

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