

120 Day In-Home Trial Policy

Many consumers who make the investment in a luxury memory foam or hybrid mattress seek maximum reassurance from retailers that they are making the correct purchase. To help our retailers grow their business with Serta's iComfort[®] and iSeries[®] mattress lines, Serta Inc. will support our retailers in offering a 120 day in home trial to their customers.

The details of this offer will ultimately be at the retailer's discretion. Outlined below is how Serta will support our retailers in providing this service to their customers.

1. The consumer must buy an iComfort or iSeries mattress from any authorized retailer.
2. The consumer must sleep on the mattress for a minimum of 30 nights to get used to its unique comfort and support qualities.
3. If the consumer is not happy for any reason between the 30th and 120th day following delivery, they can select a different iComfort, iSeries or other Serta model of equal to or greater value. All Serta branded adjustable foundations (including Serta's Motion Perfect, Motion Signature, and Motion Custom bases) are excluded and cannot be returned.
4. The Serta factory that services the retailer will credit the retailer the full wholesale price of the mattress (foundation credit will only be given if the customer does not reselect another compatible iComfort or iSeries mattress model). A Serta representative will inspect and write-up the return for credit.
5. Proper documentation of the return and reselected Serta model is required.
6. There is a limit of one trial offer per each consumer.
7. This program excludes all Serta adjustable foundations including Motion Perfect, Motion Signature, and Motion Custom bases. iComfort pillows or any other iComfort or iSeries accessories are also excluded.
8. Serta will not refund any shipping costs incurred by the consumer or retailer. Serta will not credit and accept returns of any product that is stained or otherwise damaged in a way that would violate the terms of our warranty. Please refer to the Serta Foam Mattress and Serta iSeries warranty cards for further details.
9. Retailers may sell iComfort or iSeries products returned as part of a 120 day comfort exchange, as long as a) the product is clearly marked "AS-IS – NO MANUFACTURER'S WARRANTY" on the mattress (law tag) and retailer receipt and b) the retailer follows all of Serta's published policies related to the sale of "As Is" products. In particular, retailers may not specifically advertise the sale of iComfort or iSeries "AS-IS" product anywhere other than on in-store signage. The original law tag must remain on the product showing the date of manufacture. The flag label denoting model name is to be removed by cutting it from the mattress. Please note that local laws regarding the sale of "As Is" product vary and must be complied with fully. Please consult with local counsel if you have any questions regarding procedures in your trading area.

You will be advised in writing of any changes to this policy. Any questions about this policy should be sent to Serta at the following e-mail address: msrp@serta.com.