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**Get a “Baker’s Dozen” of *RushRelaxer*TM Adjustable Power Bases
on all orders placed during Pre-Market and Market.**

Rush Mattress introduces its new collection of Rush Adjustable Power Bases

HIGH POINT, NC, APRIL 2, 2015 — Rush Mattress will offer a “Baker’s Dozen,” and give one free extra RushRelaxerTM with the order of a dozen RushRelaxerTM Adjustable Power Bases on all orders placed during the introduction of Rush’s new collection of Rush Adjustable Power Bases at High Point Spring Market, announced Rush Mattress President Harry Goodman, formerly of *Sleepy’s*.

“The new collection features four adjustable bases that are designed to meet the needs of all consumers, from the value-conscious to the most discerning” Goodman said.

Rush Adjustable Power Bases range from basic to loaded with features, including head and foot articulation, head tilt, full lounge, massage, split-queen and king dual remotes, under-bed LED lighting, wall/headboard flush design even with the head of the bed raised, and backlit wireless remote with one-touch auto-flat button and three or four presets for popular positions, depending on the model.

The high-end RushRevolutionTM adds USB and Bluetooth ports and lumbar support, to the head-and-foot adjustability and massage.

Every Rush mattress articulates and is warranted for use with an adjustable base. Goodman, a veteran mattress executive, explained, “The pairing of adjustable bases is an excellent way for retailers to make that up-sale, and in the case of adjustable beds, to significantly increase their AUSP. According to a recent study,” Goodman continued, “nearly 80% of adjustable bases are introduced and sold by RSAs to consumers who hadn’t previously considered an adjustable base and had planned to purchase a flat bed.”

Rush Adjustable Power Bases are whisper quiet, and come with a limited structural warranty up to 20 years.

The RushRelaxerTM power base has therapeutic dual body massage to relieve tension, stress and muscle aches, a “gravity-release” safety feature, a back-up battery system, a wireless remote with three preset memory positions, weight limit of 650 lbs. (queen), and steel leg balanced stability support. The other bases in the collection are the RushElevationTM, the basic model with a hard-wired remote, and the RushContemporaryTM, with a modern modular (cushion/comfort) deck support, wireless remote with four pre-set memory positions, two-zone body massage with variable styles, and an under-bed LED night light provides subtle lighting for safety.

According to Mike Rush, Goodman's partner and CMO of the company, "Every Rush mattress can be paired with any Rush Adjustable Power Base to meet the needs of the retailer and customize comfort for the consumer. We provide the highest quality mattresses and adjustable bases at the lowest possible prices, so retailers' customers can get a good night's rest on a beautiful well-priced bed. Our foam is produced locally so retailers save on shipping costs and keep prices low. And the American-made foam layers are CertiPUR-US certified. The foam results in superior foam mattresses that deliver quality, value and comfort to the consumer, who can feel good about what's in the mattress, and what's *not* in it."

Rush Mattress fills a need in the industry by customizing every product line based on the needs of the retailer. Rush Mattress has enormous flexibility with respect to fabric, specifications and price points. Mattresses are U.S. made and priced to sell. The company offers all-natural latex, memory foam, reticulated foam and luxurious gel-infused foam mattresses. All mattresses are perfect for adjustable bases and platform beds.

Rush Mattress is a division of Vrush Industries, which was established in 2009. The privately held company provides back-end support and sales services, and operates its own state-of-the-art, enhanced production facilities to bring its popular line of furniture and ready-to-assemble (RTA) furniture products to the home furnishings and retail industries.

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