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New Mattress Company Offers Flexibility & Expertise;

Rush Mattress to Tailor Every Line Based on Needs of the Retailer

HIGH POINT, NC, March 21, 2014 -- The new mattress manufacturer, Rush Mattress, opens its doors April 1, in time for the Home Furnishings Market here, bringing to it decades of mattress and retail experience by its founders, veteran mattress executive Harry Goodman and veteran manufacturer and back-end exec Mike Rush. Rush Mattress, "is dedicated to high quality, great value and total flexibility," explained Goodman, president of the new foam mattress venture. "The lines we've pre-made are just examples of what we can do. The fabric, foam, and price point of every line will be tailored based on the needs of the retailer."

"We know the importance of quality, value, price, comfort, feel, because we live and breathe mattresses, Goodman continued. "Our goal is to produce high quality, high value mattresses with beautiful fabrics that appeal to the senses. We offer many comfort choices. And we offer tremendous flexibility because we know that's what retailers need. We were both retailers ourselves. We are completely flexible with design, specifications, and price points to meet our customers' needs.

I'm thrilled to work with Mike, who is committed to value and quality, and expert in the distribution channel getting product to retailers."

Goodman brings expertise from his retail and manufacturing experience in the mattress industry. At the mattress retailer *Sleepy's* he served as Vice President of Sales for more than a decade, during which time he increased sales more than 400%. He's also well known in the industry from his position as Regional Vice President of Sales at *Classic Brands*, a specialty bedding producer, where he increased sales 300% over a period of 2.5 years, and engaged in extensive new product development. Previously he served in Sales, Marketing and Merchandising at a number of large retail chains in the Northeast, including *Fabric Bonanza* and *Big & Tall Shops*.

Rush Mattresses are made in the U.S.A. and priced to sell. The company offers memory foam, reticulated memory foam and luxurious gel-infused memory foam mattresses to meet the needs of both a value customer and the most discerning consumer. All mattresses are perfect for adjustable bases and platform beds.

According to Mike Rush, CMO of the new company, "We are committed to providing the highest quality mattresses at the lowest possible prices. We've arranged to produce our memory foam locally to our retailers so they can save on shipping costs and keep prices low. The American-made foam layers have received CertiPUR-US certification in a process that involves intense foam assessment. The acclaimed foam results in superior memory foam mattresses that deliver quality, value and comfort. I am thrilled to be launching this new venture with Harry, who is such an expert in the field."

Rush Mattress is a division of Vrush Industries Inc. The High Point showroom and office is located at 118 N. Wrenn St. and is open during Markets and by appointment. More information is available at www.rushmattress.com and 336-886-7700.

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