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Former Sleepy's Exec launches new company — *Rush Mattress* — at High Point Market;

New company customizes every line based on needs of each retailer

HIGH POINT, NC, April 1, 2014 -- Today former Sleepy's executive Harry Goodman launches a new foam mattress manufacturer along with partner Mike Rush, logistics and backend expert, a few days ahead of the Spring High Point home furnishings Market here. The new company, Rush Mattress, fills a need in the industry by customizing every product line based on the needs of each retailer, announced Goodman. "The lines we've pre-made to show at Market and online are just examples. The fabric, foam, and price point of every line will be tailored based on the needs of the individual retailer, which is entirely new to this industry," explained Goodman, Rush Mattress president.

"Most manufacturers initially try to sell what they need to sell. We are going to work with retailers to find the individual mix to turn on their floors, and the price points to meet their margins," Goodman continued. "Our goal is to produce high quality, high value mattresses with beautiful fabrics that appeal to the senses. And we offer tremendous flexibility because we know from our own experiences what retailers need. We are completely flexible with design, specifications, and price points to meet our customers' needs."

Goodman brings to the new company expertise from his experience in the mattress industry and in retail. At the mattress retailer Sleepy's Goodman served as Vice President of Sales for a decade, during which 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% during 2.5 years and engaged extensively in new product development. Previously he served in Sales, Marketing and Merchandising at large retail chains in the Northeast, including Fabric Bonanza and Big & Tall Shops.

Rush Mattresses are U.S. made and priced to sell. The company offers memory foam, reticulated memory foam and luxurious gel-infused memory foam mattresses to meet the needs of a value customer and the most discerning consumer. All mattresses are perfect for adjustable bases and platform beds. [Click here](#) for more information on Rush foam mattress products.

According to Rush, (of Greensboro, NC) 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 so retailers can save on shipping costs and keep prices low. Also the American-made foam layers have received CertiPUR-US certification in a process that involves intense foam assessment. The foam results in superior memory foam mattresses that deliver quality, value and comfort to the consumer."

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

Rush Mattress is dedicated to high quality, great value and total flexibility. The High Point showroom is in the heart of the furniture district in downtown High Point, located at 118 N. Wrenn St., and is open during Markets and by appointment. More information is available at rushmattress.com and 336-886-7700.

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