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ZOMBIETIS EPIDEMIC GROWING RAPIDLY ACROSS THE GLOBE

ALEXANDRIA, VA – The Better Sleep Council (BSC), in conjunction with the International Sleep Products Association (ISPA), wants to warn the public that there is a rapidly increasing zombie population and that anyone is at risk of developing Zombietis.

“Zombietis is a major public health issue,” explained Mark Quinn, BSC chairman. “Symptoms include irritability, depression, high blood pressure, anxiety, malaise, weight gain, headaches, decreased brain function and circles or bags under the eyes. Those suffering from Zombietis also can be identified by their unkempt appearance, unsightly drooling, frequent mumbling and/or moaning, and a lumbering walk or slow gate.”

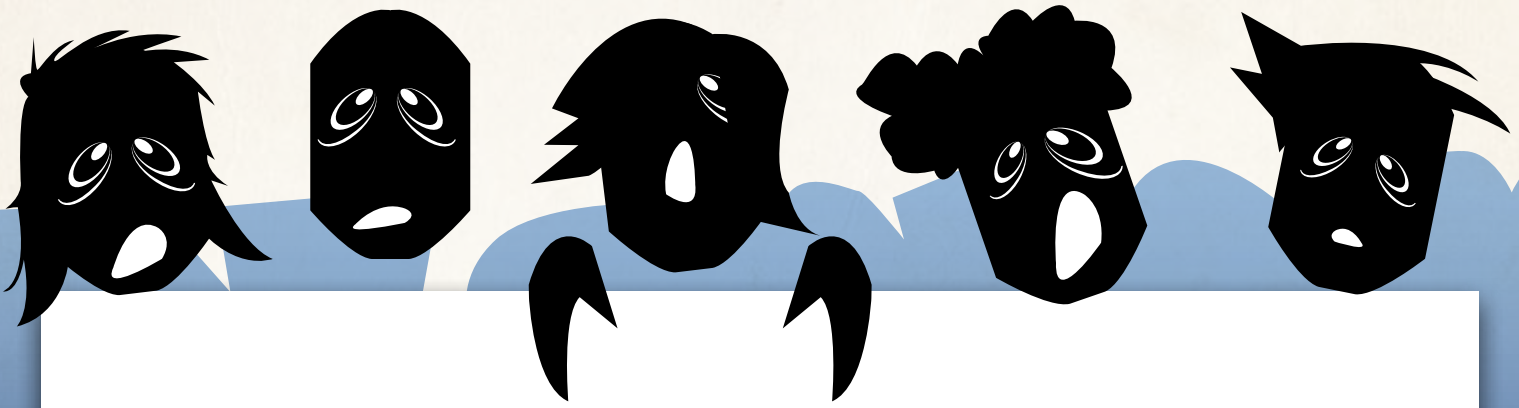
THREAT OF ZOMBIETIS

The zombie population suffering from Zombietis and referred to by the BSC is not the “walking dead,” but rather the “unslept.”

“Do you know what’s more terrifying than the idea of a half-rotten dead person walking aimlessly around our neighborhoods?” asked Karin Mahoney, BSC’s director of communications. “The man who has had two hours of quality sleep in the last three days and barely has the energy to put on his seatbelt, much less pay attention to the road. Or the air traffic controls who can’t manage to keep their eyes open on the job.

According to Quinn, sleep studies show that 70 percent of Americans do not get the recommended eight hours of sleep each night. Even more troubling is the fact that 39 percent of those surveyed receive six hours or less of sleep per night, with 16 percent receiving less than five hours of sleep.

And Americans aren’t the only ones at risk. In fact, a survey by The Sleep Council in the United Kingdom shows the nation is overrun by people struggling to get enough sleep: the average amount is almost 90 minutes short of the recommended eight hours – just 6.6 hours sleep per person. Those working in the legal or transport professions are most at risk of becoming sleep zombies: and nearly three in ten people (29%) say getting a new bed would improve their sleep.



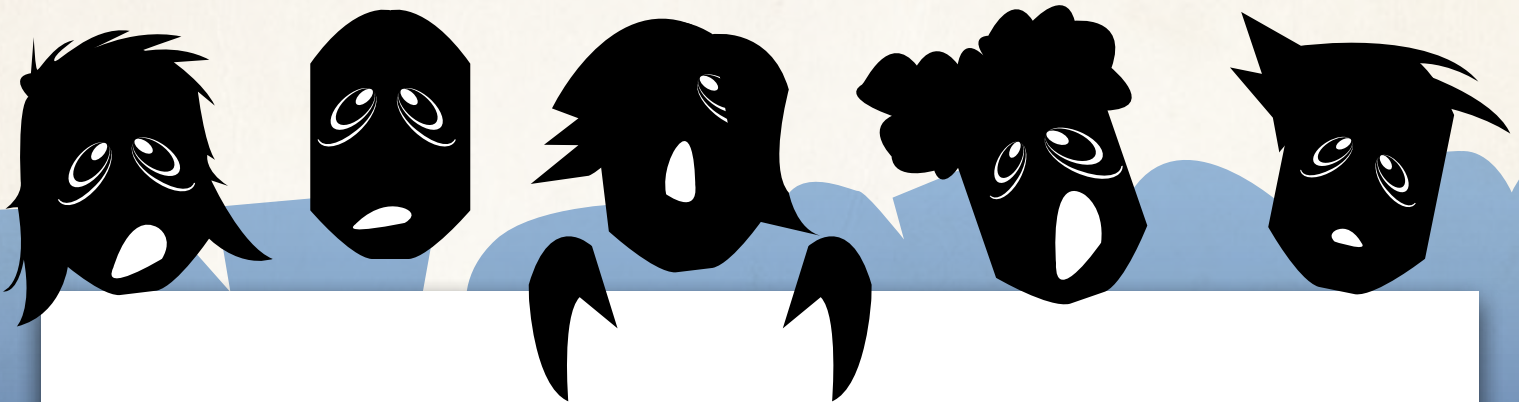
STOP ZOMBIETIS FROM SPREADING

The BSC is on high alert and calling the public to action. Join the cause and help combat Zombieitis among your friends, family and colleagues. The campaign's website, StopZombieitis.com, offers information on how to diagnose whether you have Zombieitis and the most effective treatments. Supporters can also get involved on Facebook and Twitter.

"If you know someone who constantly walks around half-asleep most of the time, chances are they have a serious issue with Zombieitis," said Quinn. "As a friend and for the general well-being, you need to step in and inform them of the issue and present treatment options."

Quinn explained that for many, the solution is fairly simple. "Research has shown us the importance of a quality mattress in ensuring quality sleep," he said. "Many people are sleeping on mattresses that are too old or have the wrong amount of support for their body type. This is the most common cause of Zombieitis."

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ABOUT THE BETTER SLEEP COUNCIL
The Better Sleep Council is the consumer education arm of the International Sleep Products Association, the trade association for the mattress industry. With a quarter of a century invested in improving America's quality of sleep, the BSC educates consumers on the critical link between sleep and health, as well as the role of the sleep environment, primarily through an informative consumer website www.bettersleep.org, partner support and proactive consumer media outreach.

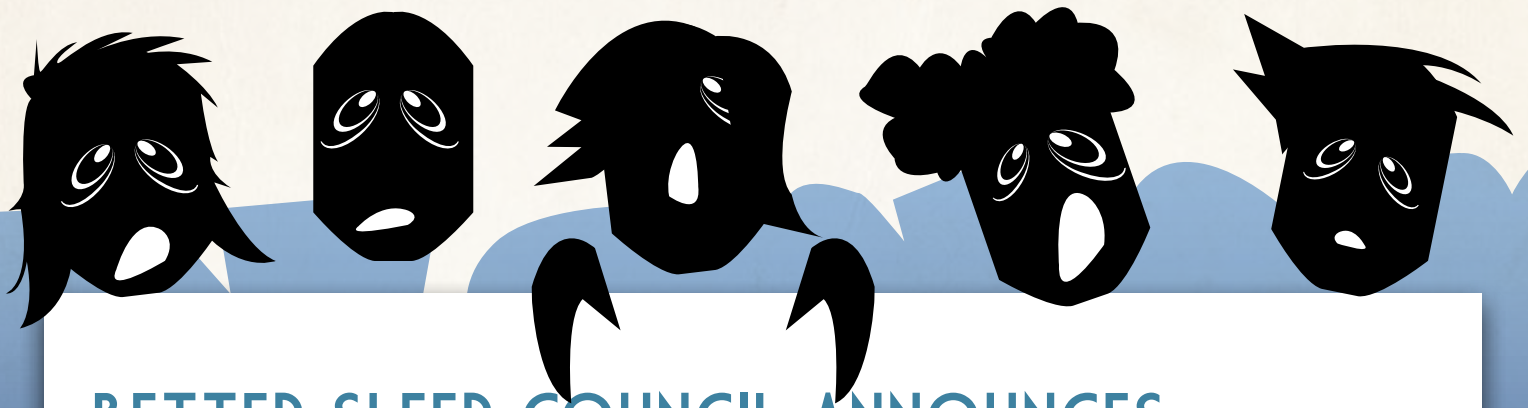


ABOUT THE "STOP ZOMBIEITIS" CAMPAIGN
The "Stop Zombieitis" campaign is a nationwide trade and consumer outreach program designed to raise public awareness of the growing problem of sleep deprivation. In addition, the campaign seeks to educate consumers on the vital importance of quality bedding systems in achieving the recommended eight hours of sleep per night.

To learn more about the campaign, visit www.bettersleep.org.

For up-to-the-minute news on campaign activities, please visit the following social media channels:

-  facebook.com/StopZombieitis
-  twitter.com/StopZombieitis
-  youtube.com/user/StopZombieitis



BETTER SLEEP COUNCIL ANNOUNCES CAMPAIGN TO END SLEEP DEPRIVATION

ALEXANDRIA, VA – The Better Sleep Council (BSC), in conjunction with the International Sleep Products Association (ISPA), today announced a nationwide campaign to stop the growing epidemic of sleep deprivation.

According to sleep experts, 70 percent of Americans do not get the recommended eight hours of sleep each night. Even more troubling is the fact that 39 percent of those surveyed receive six hours or less of sleep per night, with 16 percent receiving less than five hours of sleep.

And Americans aren't the only ones at risk. In fact, a survey by The Sleep Council in the United Kingdom shows the nation is overrun by people struggling to get enough sleep: the average amount is almost 90 minutes short of the recommended eight hours – just 6.6 hours sleep per person. Those working in the legal or transport professions are most at risk of becoming sleep zombies: and nearly three in ten people (29%) say getting a new bed would improve their sleep.

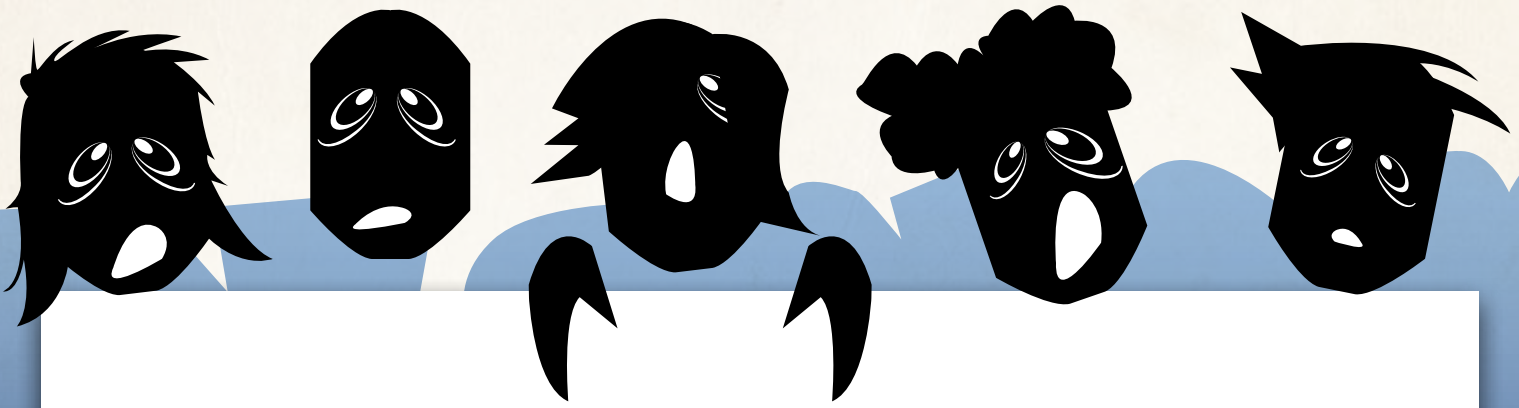
“This is a very serious health problem,” stated Mark Quinn, BSC Chairman. “Sleep deprivation can have a profound impact on a person’s general health as well as his or her mood, energy level, job performance and overall productivity.”

OLD MATTRESSES A KEY CULPRIT

While the causes of sleep deprivation are varied, old mattresses appear to be a leading cause. “Research shows that people who get the recommended eight hours of sleep each night tend to sleep on newer mattresses,” noted Ryan Trainer, President of ISPA. “Of the 53 percent who get seven to eight hours of sleep per night, 36% do so on a mattress that’s one to four years old. Conversely, only nine percent of Americans who own eight- to 10-year-old mattresses get seven to eight hours of sleep. And 13 percent get just four hours of sleep or less. Those are some eye-opening numbers.”

ACHES AND PAINS FOLLOW SUIT

In a 2008 study, 46 percent of respondents reported they wake up frequently (at least a few times per month) with back, neck and shoulder pain that impacts their physical performance. The study showed a direct and dramatic link between lack of sleep and the incidence of shoulder pain, with 72 percent of



those averaging four hours or less of sleep per night waking up with motion-limiting pain and stiffness.

“It’s a proven fact that sleep deprivation can lead to an increase in aches and pains, even among younger people,” stated Quinn. “For example, 18- to 24-year-olds complain most about starting the day with back, neck and shoulder stiffness. One cause of this might be the fact that younger folks tend to sleep on old, worn-out, ‘hand-me-down’ mattresses.”

ONE CURE: NEWER MATTRESSES

According to a study by Dr. Bert Jacobson, PhD, of Oklahoma State University, published in the *Journal of Applied Ergonomics*, sleeping on a new mattress can significantly improved sleep quality during the night and reduce physical pain during the day. When sleeping on new bedding systems, study respondents on average reported significant improvements in:

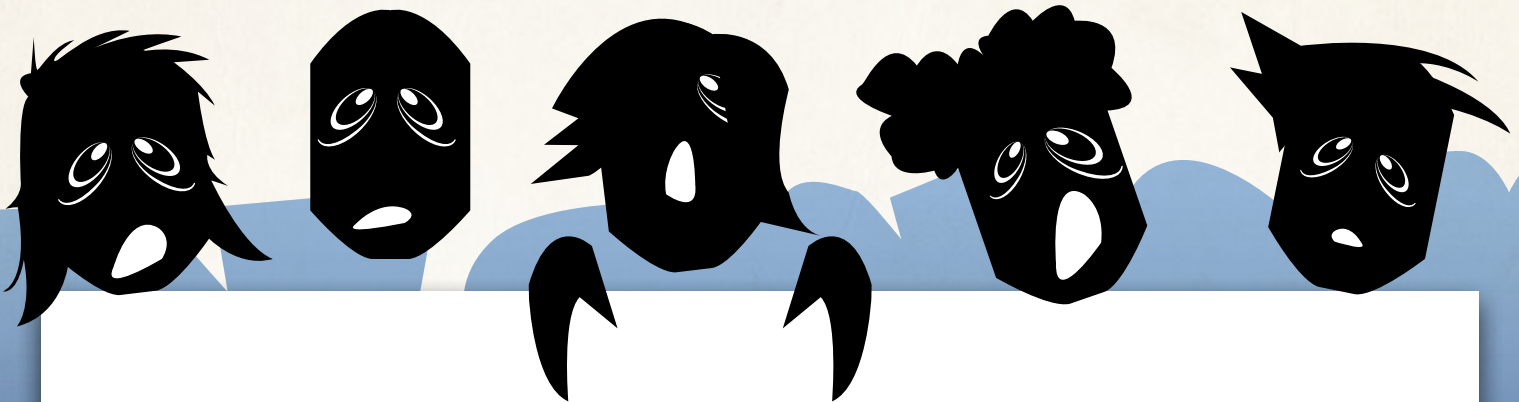
- Sleep quality (64.4 percent)
- Lower back pain (62.8 percent)
- Back stiffness (58.4 percent)
- Sleep comfort (69.9 percent)
- Shoulder pain (62.4 percent)

INDUSTRY VOWS TO STOP “ZOMBIETIS”

The BSC and ISPA recently joined forces to launch a nationwide communications campaign aimed at stopping zombieitis in America. “Zombieitis is the catch phrase we coined to describe the many manifestations of sleep deprivation,” explained Quinn. “Symptoms include irritability, depression, high blood pressure, anxiety, malaise or apathy, weight gain, headaches, decreased brain function and circles or bags under the eyes. Those suffering from zombieitis also can be identified by their unkempt appearance, unsightly drooling, frequent mumbling and/or moaning, and a lumbering walk or slow gate.”

According to Quinn, the “Stop Zombieitis” campaign kicks off in May during Better Sleep Month, with “Stop Zombieitis Day” taking place on Friday, May 20. Support for the effort will come from national trade and consumer advertising, public relations, special events, social media outreach programs and in-store merchandising materials. The campaign is expected to run through the remainder of 2011.

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ZOMBIEITIS: THE FACTS

CAUSES

17 percent of Americans say they only get 5 hours of sleep Monday through Friday.

Sleep Wise, Money Wise: Sleep and Work Productivity. The Better Sleep Council.

RISKS

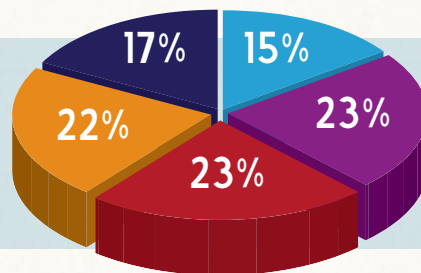
Studies show that getting five hours of sleep a night for one week induces an impairment level equivalent to a blood alcohol level of 0.1 percent; that's considered legally drunk in most states.

Sleep Wise, Money Wise: Sleep and Work Productivity. The Better Sleep Council.

In a survey of orthopedic surgeons, 95% indicated that they believe that the mattress their patients slept on was a factor in back pain.

Jacobson, B. H. EDD, Wallace T. & Gemmell H. DC, EDD. (2006). Subjective Rating of Perceived Back Pain, Stiffness And Sleep Quality Following Introduction of Medium-Firm Bedding Systems. School of Applied Health and Educational Psychology, 5(4).

SLEEP DEPRIVATION IMPAIRMENT



- Quality & Accuracy of Work
- Remembering Important Details
- Punctuality to Work and/or Meetings
- Clear Thinking or Judgment
- Co-Worker or Customer Relationships

Ekey, K., The Better Sleep Council. (2008 May 1). New findings show better sleep linked to improved physical performance. Americans Get Physical After Good Night In Bed.



ZOMBIEITIS: THE FACTS

Sleep deprivation is so debilitating that it is sometimes used as a component of military interrogation.

Sleep Wise, Money Wise: Sleep and Work Productivity. The Better Sleep Council.

Respondents say a peaceful night on their mattresses made them more inclined to exercise the next day.

Conway, K., Koonce A., & West S. (2008). Nationwide Omnibus Survey Analysis. Better Sleep Month 2008.

CORRELATION BETWEEN PHYSICAL ACTIVITY & MATTRESS AGE

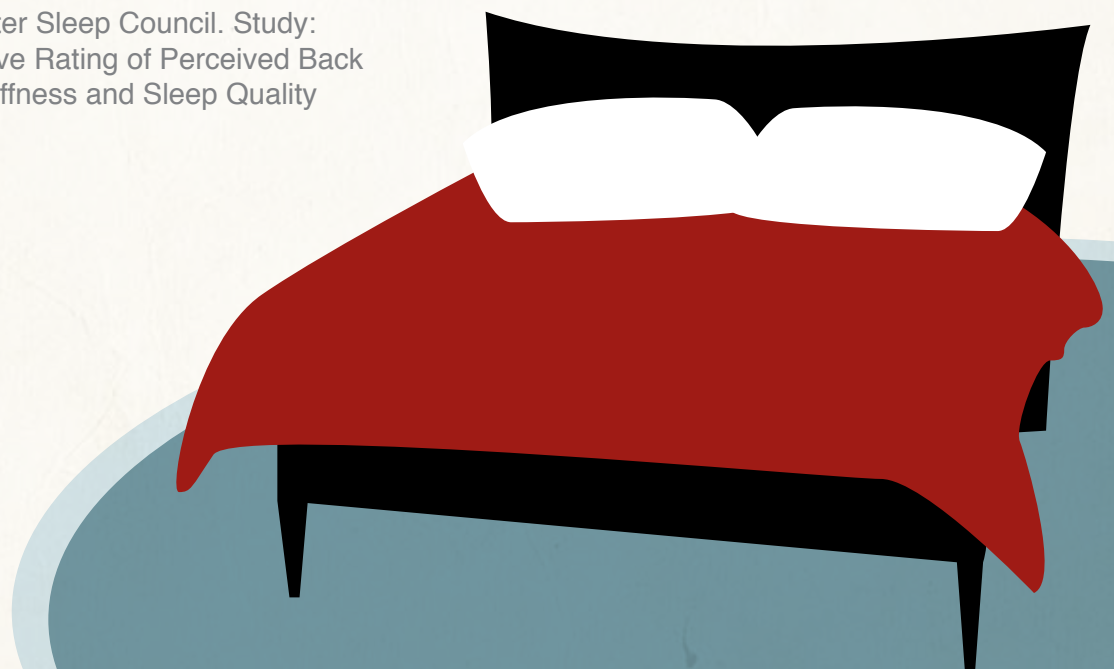
	1-4 years old	8-10 years old
Running	59%	6%
Weights	54%	8%
Aerobics	57%	9%

Ekey, K., The Better Sleep Council. (2008 May 1). New findings show better sleep linked to improved physical performance. Americans Get Physical After Good Night In Bed.

TREATMENT

A study by The Better Sleep Council provides firm scientific evidence of the critical link between mattress quality and sleep quality, as well as the importance of regular mattress replacement.

The Better Sleep Council. Study:
Subjective Rating of Perceived Back
Pain, Stiffness and Sleep Quality





Do you, or someone you love, suffer from Zombieitis? It is a growing epidemic in America that often goes untreated and worsens over time.

SYMPTOMS

Symptoms of Zombieitis include:

- Dark, Swollen Eyes
- Irritability
- Depression
- High Blood Pressure
- Anxiety
- Malaise
- Dry Skin
- Headaches
- Rashes
- Lowered Brain Function
- Pale Complexion
- Unkempt Appearance
- Mumbling or Moaning
- Drooling
- Lumbering Walk

CAUSES

Zombieitis is caused by many things, including:

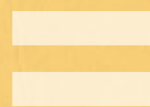
- Bad Mattress
- Excessive Stress or Anxiety
- Insomnia
- Physical Pain
- Technology
- Caffeine
- Overeating
- Suppressed Anger

CURE

The cure for Zombieitis is simple!



**Sleep
Quality
Mattress**



CURE

For more information and support, please visit www.BetterSleep.org.

Sponsored by



ZOMBIEITIS THE STORY



**We would like to make an announcement to the general public.
A very serious crisis is on our hands.**

Around the corner, infiltrating our neighborhoods, there is a zombie epidemic plaguing our society. Your coworkers, friends, family...no one is safe. Zombies are everywhere, and can be anyone. You might even be one right now and not even know it. That's what is so troubling about this epidemic. It is silent and serious.

We're not talking about the "undead" zombie, which some believe in and others vow to combat. Those involve graveyards and brains, and desperate escape plans. What's happening now isn't the zombie apocalypse... this is an epidemic. The type of zombie we're dealing with is far more prevalent in our society.

These zombies are human beings suffering from Zombieitis.

Zombieitis is infecting the general public at warp speed! Since anyone is susceptible, we are on high alert. Policemen are seeing increasing signs of Zombieitis in drivers. Hospitals around the nation are reporting increases in cases reporting Zombieitis-related symptoms. Teachers note their students becoming zombies in the classroom. Everyone from celebrities to children have the potential to develop Zombieitis.

Are you at risk of becoming a zombie? Zombieitis can be caused by a variety of factors, from excessive stress to poor sleeping habits. We're here to tell you if you may have fallen victim to this illness.

Symptoms of Zombieitis include:

- Decreased brain function
- High blood pressure
- Apathy
- Headaches
- Dark undereye circles
- Drooling
- Irritability
- Anxiety
- Listlessness
- Rashes
- Unkempt appearance
- Shuffling gait
- Depression
- Sudden weight gain
- Gets sick easily
- Pale complexion
- Mumbling

In addition, those with Zombieitis may not be able to sleep for weeks at a time. To make a long story short, Zombieitis makes you miserable, worsens your appearance and keeps people from wanting to be around you.



ZOMBIEITIS THE STORY



Do you or someone you love suffer from any or all of these symptoms?

Zombieitis is a serious affliction that demands international attention, and it's up to you to help spread the word. Unless we start fighting back, we'll all be zombies before we know it. If that happens, the world will be a grouchy, gloomy place.

What can you do to help stop Zombieitis?

A cure is on the horizon for those suffering from Zombieitis. It has been discovered that the cure for Zombieitis is repeatedly having a good night's sleep on a quality mattress. Receiving the necessary amount of sleep is vital to maintaining energy, mood and productivity at the highest possible levels. If the world is not made aware of Zombieitis' cure, we are in danger of becoming a world of "the unslept," rather than "the undead." And "the unslept" are way grouchier.

To find out what you can do to Stop Zombieitis, tune in to learn more about the cure and prevention. Join us on Facebook and Twitter to connect with the Stop Zombieitis cause.

It's up to us to keep ourselves and our loved ones from becoming zombies. We must never rest in our quest to end this growing epidemic. Join the cause! Stop Zombieitis!



ZOMBIEITIS THE STORY

KIDS VERSION



Jimmy used to be an awesome soccer player. He could do all kinds of cool tricks. He played midfielder and scored at least 2 goals every game.

Jimmy's mom made sure he did his homework every night. He got mostly As, but sometimes a B in math. Outside of scoring soccer goals, numbers were never his thing.

Jimmy doesn't play soccer very well anymore. He's also getting more Bs than As now. Jimmy's mom noticed these changes and more...

Jimmy's eyes are droopy and he mumbles. When he walks, he drags his feet. At night, he's started counting down from 100 to go to sleep, but he gets to zero and is still awake!

Jimmy's mom is taking him to the doctor. He is not well!

"Jimmy has Zombieitis! You are a zombie!" the doctor says.

Jimmy and his mother both look at each other, completely confused and a little scared. They have never heard of Zombieitis, but they have heard of zombies. Jimmy cannot not be a zombie!

"Young man, you are not the zombie you are probably thinking of. You are an un-slept zombie! It means you not getting the quality sleep your body needs to be healthy and active," the doctor says. "You need to go home and look at your bed. Does it droop in the middle? Do you have too many pillows on it? Do you need more pillows? The cure for Zombieitis is sleep on a quality mattress, so you need to make changes to your bed in order to get back to feeling better - and scoring goals!"

Jimmy's mom immediately takes Jimmy home to look at his mattress. She won't have a zombie living in her house!

After looking at Jimmy's bed, they realize he probably does need a new mattress! His bed used to be his brother's - and he's in college!



ZOMBIEITIS THE STORY

KIDS VERSION



Jimmy now has a new bed! It's time to cure his Zombieitis!

Jimmy's mom says, "Goodnight! Hopefully you won't be a zombie tomorrow..." She turns out the light and closes the door.

Jimmy closes his eyes, and starts counting, "100, 99, 98, 97, 96, 95.... Zzzzzz." He's cured!

If you think you, or someone you love, has Zombieitis, ask a parent to help you find out how to cure it by logging on to www.BetterSleep.org.



JOIN THE CAUSE



To learn more about the campaign,
visit www.bettersleep.org.

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twitter.com/StopZombieitis

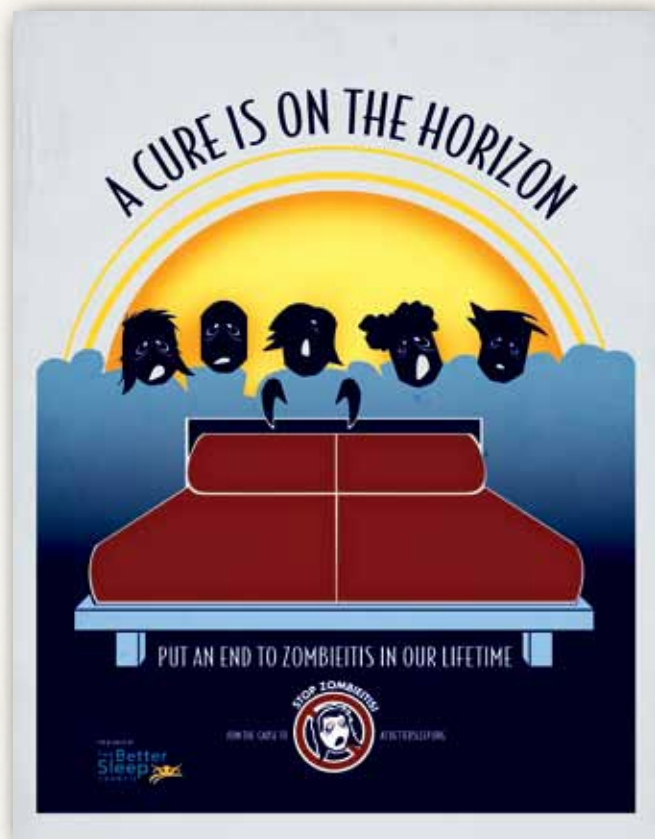


youtube.com/user/StopZombieitis



CAMPAIGN CREATIVE

These images are available for download and use.



Cure On The Horizon (pdf, jpg and png)



Under Attack (pdf, jpg and png)



STOP ZOMBIEITIS!

A CURE IS ON THE HORIZON

REQUEST FOR INFORMATION

- Want to know more about the Better Sleep Council's cure for Zombieitis?
- What is Zombieitis? Might I have it? What is the cure?
- Want a real zombie to attend your event or meeting?

- Are you interested in interviewing a sleep expert?
- Interested in posters, stickers, images for your collateral or store?

Simply send your request to:

Karin Mahoney

Director of Communications
Better Sleep Council

kmahoney@sleepproducts.org