



**For Immediate Release**  
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## **Eisenberg Promoted to Senior Vice President of Sales**

**CHICAGO (Nov. 19, 2009)** – Alan Eisenberg has been promoted to Senior Vice President of Sales at Protect-A-Bed®, a premier provider of bedding protection products. In his position Eisenberg executes sales and marketing initiatives that increase Protect-A-Bed brand awareness and achieve sales and profit goals. Eisenberg works with leading retail companies and leads Protect-A-Bed's team serving the Pest Control Management Industry.

“Protect-A-Bed has seen significant growth in recent years, in part, because of the outstanding leadership Alan has shown within the home textile, furniture and pest control industries,” said Protect-A-Bed CEO James Bell. “He is an essential part of our company’s team.”

Prior to joining Protect-A-Bed in 2007, Eisenberg served as a Vice President of National Accounts for the Serta Mattress Company where he received a number of awards, including a retail client’s Vendor Appreciation Award. Eisenberg’s nearly 20 years of experience in the mattress industry also includes employment at the Sealy Mattress Company, where he served as a Senior Key Account Manager.

Eisenberg has a B.A. in Economics from the City University of New York – Brooklyn College. He resides in Wellington, Fla.

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### **About Protect-A-Bed®**

Protect-A-Bed offers consumers a complete line of protective bedding products to create a *Healthy Sleep Zone*. The unique technology featured in Protect-A-Bed’s mattress and pillow protectors was developed in South Africa in 1980 before the company was officially established in the United States in 2000. Now selling in 27 countries, Protect-A-Bed is a worldwide leader in mattress protection innovation. The company developed the proprietary Miracle Membrane® and patented Bug Lock® and Secure Seal®, which help create a dry, bed bug free, anti-allergy sleep zone for people of all ages. Protect-A-Bed products are listed as a Class 1 Medical Device with the Food and Drug Administration and have received the Good Housekeeping Seal. For more information, visit [www.protectabed.com](http://www.protectabed.com).