



For Immediate Release

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New Products Added to Protect-A-Bed's Healthy Sleep Zone

The Luxury Pillow System and QuiltGuard Mattress Pads will be Unveiled at New York Home Fashions Market

New York City (March 8-12, 2010) – Protect-A-Bed®, one of the world's leading suppliers of bedding protectors that offers an entire line of protection products for pillows and mattresses for the home furnishings retail industry, will showcase a new product lineup at the New York Home Fashions Market (Showroom 1505, floor 15).

Protect-A-Bed is pleased to announce the addition of new product to their Healthy Sleep Zone Solutions line-up. The Healthy Sleep Zone Solutions product range include a complete line of mattress and pillow protection products that provide consumers with a healthy and comfortable sleep environment.

The newest products include the following:

Protect-A-Bed's Luxury Pillow System includes a Luxury Pillow and waterproof Pillow Protector. The Luxury Pillow features a microfiber filling and a unique zipper closure that allows users to adjust the amount of filling to achieve exactly the right balance of height and firmness or softness to suit individual comfort levels.

The Pillow Protector features a natural Tencel surface with a soft and silky feel. The product is hypoallergenic, antibacterial and features Protect-A-Bed's Miracle Membrane, which ensures breathability and dust mite protection. The product is waterproof, offering protection from spills and perspiration. The Pillow Protector also features the patent-pending Breathe-A-Vent, a unique flap-covered vent that allows the pillow to breathe.

"Tencel fiber has been proven to have a smoother and more supple surface than wool or cotton, which makes it ideal for sensitive skin and healthy sleep environments. By combining Tencel with Protect-A-Bed's Miracle Membrane®, which creates a barrier between skin and harmful allergens, we have created the ultimate in pillow comfort," Bell says.

According to Bell, Protect-A-Bed's products that feature the Miracle Membrane mean that they are air vapor porous, waterproof and absorbent. "The unique product also helps protect against allergens such as bacteria, human skin cells, pollen, pet and dust dander."

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Protect-A-Bed is also introducing two versions of the company's QuiltGuard Mattress Pad:

QuiltGuard Cotton Mattress Pad is a fitted sheet style quilted mattress protector that offers a smooth cotton surface, making it cool and comfortable to sleep on. It is waterproof, which is especially helpful in cases of incontinence. It also offers a dust mite barrier, allergy protection and features Protect-A-Bed's Miracle Membrane.

Protect-A-Bed also offers a **QuiltGuard Terry Mattress Pad**, a fitted sheet style quilted mattress protector that has all of the same benefits of the QuiltGuard Mattress Pad with a terry cloth surface.

"It all comes down to personal preference," Bell says. We decided to provide two options for customers to enhance the feeling of our popular QuiltGuard Mattress Pad."

The new Luxury Pillow System and QuiltGuard products are Protect-A-Bed's latest example of the company's commitment to creating a Healthy Sleep Zone.

"We are committed to providing customers with a healthy and comfortable sleep environment by continually adding new choices to our product offerings," says Bell. "Protect-A-Bed's products can help improve your sleep experience. We are dedicated to helping you and your family achieve a better night's rest.

To learn more about Protect-A-Bed's products, please visit their showroom at the Market, visit: www.protectabed.com or call 1-866-297-8836.

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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.