



## Every Mattress Needs Protection

### **Long Live Your Mattress™ Sweepstakes Winners Announced** *Protect-A-Bed® awards \$30,000 to Deleatrice Grate-Curtis*

**CHICAGO, ILL. (Dec. 13, 2010)** – Deleatrice Grate-Curtis plans to pay a few bills and take a Mediterranean Cruise with the \$30,000 she won in Protect-A-Bed’s Long Live Your Mattress™ Sweepstakes at [www.protectabed.com](http://www.protectabed.com).

Grate-Curtis, of Mount Airy, MD, won a free bedding protection kit and \$30,000 in honor of the company’s 30<sup>th</sup> anniversary. The sweepstakes, which began Aug. 10 and ran through Oct. 31, was open to all United States residents. She was chosen randomly on Nov. 2 from more than 20,000 entries.

“What better way to celebrate our 30<sup>th</sup> anniversary than to give Deleatrice some of our exclusive bedding protection and a check for \$30,000?” asked Protect-A-Bed President Clive Goldin. “We wanted to thank our loyal customers with a big prize. We hope \$30,000 will go a long way for Deleatrice and her family. We also hope our first prize winners enjoy the benefits of their new bedding protection sets.”

Ten first prize sweepstakes winners will receive complete bedding protection sets valued at nearly \$500.

- Linda Bondy of Scottsboro, Ala.
- Sandra Clark of Sun City, Calif.
- Frances Galvin of Stow, Mass.
- Donna Holder of Pickens, S.C.
- Christina Hughes of San Diego, Calif.
- Marxsen Johnson of San Diego, Calif.
- Dee Lake of Layton, UT
- Sandy Murray of Nashville, Tenn.
- Deborah Toscano of Warwick, N.Y.
- Tammie Turmel of Alexandria, N.H.

Protect-A-Bed’s flagship product, the Premium Mattress Protector, was born in South Africa in 1980 and began building a strong presence in the United States in 2000 under the name of Protect-A-Bed. The company’s products are listed as Class

1 Medical Devices with the Food and Drug Administration and have the Good Housekeeping Seal.

Protect-A-Bed products are sold through mattress shops, home furnishings stores and retail stores, in addition to hospitality and pest control distributors. A store locator can also be found on the on the Protect-A-Bed website. Mattress protection can aid in sleep hygiene, assist allergy sufferers and extend the useable life of a mattress.

The company's patented BugLock® with SecureSeal® and a three-sided zipper system has made Protect-A-Bed's mattress and box spring encasements a preferred choice of the pest control and hospitality industries as they fight the bed bug epidemic across the United States.

Protect-A-Bed is based in Northbrook, Ill., a suburb of Chicago. To enter the Long Live Your Mattress Sweepstakes or to learn more about Protect-A-Bed and its products, visit [www.protectabed.com](http://www.protectabed.com).

*Protect-A-Bed® "Long Live Your Mattress™ Sweepstakes". NO PURCHASE NECESSARY. Open to legal residents of the 50 United States or D.C. who are 18 or older at time of entry. Void where prohibited. For Official Rules, visit [www.protectabed.com](http://www.protectabed.com). Sweepstakes begins at 12:01 AM CT on 8/10/10 and ends at 11:59:59 PM CT on 10/31/10. Sponsor: JAB Distributors LLC dba Protect-A-Bed®, 3600 Woodhead Drive, Northbrook, IL 60062.*

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### **About Protect-A-Bed®**

Protect-A-Bed offers consumers a complete line of protective bedding products because every mattress needs protection. Now celebrating its 30<sup>th</sup> anniversary year and selling in 30 countries, the company is a worldwide leader in mattress protection innovation. Protect-A-Bed products help create a dry, hygienic, bed bug free and anti-allergy sleep zone while protecting the mattress warranty. The company developed the proprietary Miracle Membrane® and patented BugLock® with SecureSeal® three-sided zipper system. Protect-A-Bed products are listed as Class 1 Medical Devices with the Food and Drug Administration and have received the Good Housekeeping Seal.