



**Every Mattress Needs Protection**

**Protect-A-Bed® to give \$30K to lucky sweepstakes winner**  
Long Live Your Mattress™ Sweepstakes ends Oct. 31

**Chicago (October 12, 2010)** – Protect-A-Bed, a leading provider of bedding protection products, is hosting the Long Live Your Mattress™ Sweepstakes at [www.protectabed.com](http://www.protectabed.com). The sweepstakes, which ends this month, will grant one lucky winner \$30K in honor of the company's 30<sup>th</sup> anniversary. Ten 1<sup>st</sup> prize winners will receive complete bedding protection sets valued at nearly \$500. The grand prize winner will also receive a bedding protection kit.

The sweepstakes, which began Tuesday, Aug. 10 and runs through Oct. 31, is open to all United States residents. No purchase is necessary and winners will be chosen after Nov. 1.

"We're here today because we've strived to provide the most innovative and effective bedding protection products in the industry, not to mention 30 years of support from our customers," said Protect-A-Bed CEO James Bell. "We want to thank our customers here in the United States with something big. And we know \$30,000 will go a long way for our lucky winner."

The company'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, retail stores as well as 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).

--MORE--

*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.*

# # #

### **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.