



Protect-A-Bed® Gives Away Thousands of Bed Bug Protection Kits in New York City

Kits to help prevent, manage bed bug infestations

Chicago (Sept.19, 2010) – Protect-A-Bed, a leading provider of bedding protection products, is holding a special promotion just for New York City residents concerned about the bed bug epidemic. For a limited time, when you buy one Bed Bug Protection Kit online, you can receive another kit for free – that’s up to a \$299.99 value.

The Bed Bug Protection Kit contains the tools needed to successfully combat and manage bed bug infestations: one AllerZip® Mattress Encasement, one Box Spring Encasement and two AllerZip Pillow Protectors. The kit provides a clean and healthy sleeping environment, while being waterproof and stain proof. Products feature the patented BugLock® three-sided zipper and innovative Secure Seal®, which completely locks the encasements in place and makes them bed bug entry, escape and bite proof.

“Bed bugs are a serious problem. We want to make sure all New York City residents have access to our products, which help make the signs of an infestation more easily identifiable,” said Protect-A-Bed CEO James Bell. “This, in turn, helps residents more effectively manage and eradicate the problem.”

The company’s patented BugLock® with Secure Seal® 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.

“One of the simplest ways to protect yourself from bed bugs is to protect your mattress with a Protect-A-Bed Bed Bug Protection Kit,” Bell says. “Now you can buy one for yourself and can get another one absolutely free.”

In addition to the free protection kits, the company has launched an awareness campaign in New York City. “We’re inserting bed bug guides in New York City papers as well as offering free posters to help people identify, locate and report bed bugs,” Bell says.

The company’s products are listed as Class 1 Medical Devices with the Food and Drug Administration and have the Good Housekeeping Seal.

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To take advantage of this special offer, enter the code BUGKIT at the online checkout at either www.protectabed.com or www.protectabeddirect.com. This promotion is only available in the New York City Metropolitan area to people living in New York City. Offer is valid through Oct. 31, 2010 while supplies last.

Protect-A-Bed, now in its 30th anniversary year, is based in Northbrook, Ill., a suburb of Chicago. To purchase a bed bug protection kit, to learn more about the company's other bedding protection products, and to download a free informational poster, please visit www.protectabed.com.

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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 30th anniversary year and selling in 27 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 Bug Lock® with Secure Seal® 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.