



For Immediate Release
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Protect-A-Bed® opens office in United Kingdom
Company purchases longtime distributor Shine Capital Europe LTD

CHICAGO (Jan. 27, 2010) – Protect-A-Bed, a leading provider of bedding protection products with a presence in 27 countries, today announced its acquisition of London-based Shine Capital Europe LTD which distributes Protect-A-Bed products across Europe. The acquisition creates a formal corporate presence for Protect-A-Bed in Europe.

Simon Zamet, owner of Shine Capital Europe LTD, has been named CEO for Protect-A-Bed Europe. Protect-A-Bed Europe sells products in the pest control, furniture and bedding, healthcare and retail industries.

“This acquisition gives Protect-A-Bed a direct relationship with valuable customers across Europe,” said Protect-A-Bed CEO James Bell. “Simon’s team in London is perfectly positioned to continue growing Protect-A-Bed’s reputation for superior bedding protection and bed bug management products.”

To learn more about Protect-A-Bed and its product offerings, visit www.protectabed.com.

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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.