



Every Mattress Needs Protection

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Protect-A-Bed® Unveils SnoreBeGone® Sleep Positioning System at International Hotel, Motel and Restaurant Show

New York (Nov. 7, 2012) – Protect-A-Bed®, one of the world’s leading suppliers of bedding protection products for the hospitality industry, will introduce SnoreBeGone® in the company’s booth (2733) during the 2012 International Hotel, Motel and Restaurant Show (IH/M&RS).

SnoreBeGone is an innovative sleep positioning system that helps the body overcome contributing factors that can cause or increase the likeliness of snoring. These factors include sleeping on one’s back, weight gain around the throat and relaxed throat muscles due to aging.

“We’re pleased to unveil the latest in our long line of innovative products during IH/M&RS this year,” said Sandra DiVito, Vice President, hospitality. “Protect-A-Bed strives to continually add new choices to our product offerings to help guests achieve a better night’s rest and SnoreBeGone is the latest example.”

According to DiVito, SnoreBeGone is the perfect ‘added value’ product that hotels can offer to their guests who check-in with a partner or roommate who snores. “Most of us have stayed with someone in a hotel room who’s forced us to cover our ears with a pillow to avoid the inevitable, and disruptive, sounds of slumber.”

SnoreBeGone’s unique design addresses factors of snoring by supporting the entire body, not just the shoulders and neck, elevating the body to prevent gravitational collapse of airways, and helping the user maintain correct posture during sleep to ensure spine and shoulders remain at right angles.

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The system is made of three layers of high quality foam. The top section is “memory” foam and must remain as the top layer. The next layer of foam is the “spacer” foam and can be removed to lower the headrest height for the individual’s comfort. The bottom layer is a “heavy-duty” foam for the base and must also remain in place.

SnoreBeGone also encourages side sleeping, which leaves air passages open to breathe easier. The detachable and adjustable headrest and detachable arm rests ensure optimal comfort.

SnoreBeGone will be available for purchase in the spring of 2013, and can be pre-ordered during IH/M&RS.

Protect-A-Bed mattress and box spring protectors and encasements are available through hospitality distributors nationwide in all popular hotel bedding sizes. To learn more about Protect-A-Bed’s products for the hospitality professional, please visit www.protectabed.com, call 1-866-297-8836 or send an e-mail to Sandra.divito@protectabed.com.

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About [Protect-A-Bed](http://www.protectabed.com)®:

Protect-A-Bed offers consumers a complete line of protective bedding products because “Every Mattress Needs Protection”. With over 30 years of experience in bedding protection, Protect-A-Bed products are available in 35 countries, and the company is recognized as 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 also protecting the mattress warranty. The company developed Miracle Membrane®, a proprietary membrane, which is waterproof and protects against liquids and bodily fluids that may ruin a mattress or inhibit a mattress’s warranty claim, and patented BugLock® with SecureSeal® and three-sided zipper system for encasements. Protect-A-Bed products are listed as Class 1 Medical Devices with the Food and Drug Administration, and have received the Good Housekeeping Seal. For more information, visit www.protectabed.com.