

Media Contact:

Vladimir Stefanovic
866-717-4580 x 301
stefanov@dock1.com

Coverest Bamboo Sleep System Debuts at EcoManor
Eco-friendly mattress a perfect fit for national LEED certified home

Johnson City, TN – January 7, 2008 – Coverest, a national manufacturer and retailer of innovative memory foam mattresses, is proud to announce a partnership with EcoManor, the first LEED certified home in the Southeast. Constructed by national eco-activists, Laura and Rutherford Seydel, EcoManor was built to inspire a change in urban design by showcasing the latest green technologies and product innovations in the United States. The Bamboo Sleep System™ by Coverest was selected as the eco-friendly mattress of choice for the home, offering a healthier sleep environment for the Seydel family.

The Bamboo Sleep System by Coverest incorporates Coverest's U.S. made TruCELL™ memory foam that releases no harmful chemical smells to provide a healthier sleep environment. Named after the all-natural bamboo fibers used to create the removable, cleanable outer cover, the Bamboo Sleep System provides an anti-bacterial barrier that protects the inner core from dust mites and keeps the mattress much cleaner than traditional fabrics. Bamboo also absorbs moisture better than cotton and breathes extremely well, providing cooler sleep in the summer and warmer sleep in the winter. In addition to the natural properties of the Bamboo mattress, Coverest's matching VersiFlex® foundation is made from solid spruce and designed for quick disassembly for more fuel efficient distribution and easy recycling.

“The Bamboo's anti-bacterial natural defenses act as a natural deodorant, keeping the mattress smelling clean and fresh,” says Vladimir Stefanovic, Vice President of Sales, Coverest. “This natural benefit, combined with an easy to clean, removable cover makes the Bamboo a perfect choice for EcoManor's bedrooms or any bedroom.”

About Coverest

Headquartered in Johnson City, TN, Coverest is a leading manufacturer and retailer of luxury specialty bedding focused on improving an individual's health and quality of life through customizable, renewable, component mattress designs. Founded in 2002, Coverest develops unique sleep systems for a cleaner sleep environment, with benefits including: removable cleanable covers, customizable comfort levels, eco-friendly smart fabrics and recyclable designs that can be more efficiently delivered thanks to innovative packaging technology. For more information, please visit www.coverest.com or call 1-866-717-4580.

About EcoManor

Atlanta-based EcoManor is the first LEED (Leadership in Energy and Environmental Design) certified residence in the Southeast and the first home in the Southeast to utilize both solar and geothermal energy to power its daily energy use. EcoManor was founded by national eco-activists and educators, Laura and Rutherford Seydel, as an educational tool to illustrate the benefits of earth-friendly living and energy-efficient homes. For more information about EcoManor visit: www.ecomanor.com