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Alabama Microtel Inn & Suites Looks to Maintain High Guest Satisfaction Distinction with Sealy® Mattresses

TRINITY, N.C. (November 8, 2009) — As the 2008 J.D. Powers guest satisfaction winner in the economy / budget hotel category for an unprecedented seven years, Microtel understands what its guests want and delivers it with tactical precision. At the same time, Microtel retains one of the highest profit margins in the industry for this type of hotel. So, when the time came to update mattresses in the 71-room Microtel franchise in Daphne, Alabama (of Wyndham Worldwide), Rocco Valluzzo, the property’s owner / general manager, knew what was riding on his decision.

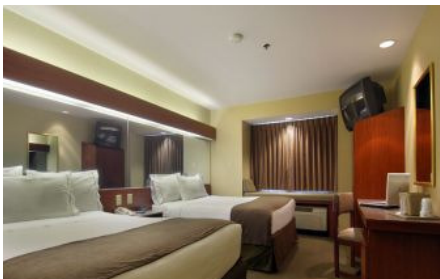
“People might not think of an economy hospitality property as having a reputation to uphold, but I know better,” said Valluzzo. “Microtel succeeds because the brand, as a rule and as indicated in industry research, provides added value that exceeds guests’ expectations.”

Valluzzo recognized that by updating mattresses, he had the opportunity to elevate the sleep experience and increase guest perceptions regarding the value his property offered. “The sleep experience is one of the main drivers of guest satisfaction,” said Valluzzo. “What better way is there to endear guests than by providing them with a better night’s sleep than they thought they would receive?”

Valluzzo chose Sealy mattresses after testing them at a brand conference he attended. “I did everything to those mattresses that my guests do to them in my property, including jumping on them,” said Valluzzo. “I could not crush the corners of the Sealy mattresses and I was enthusiastic about their construction because not only were they extremely durable, they did not require rotation and flipping.”



The Microtel Inn & Suites in Daphne, Alabama, is an economy property that uses guest satisfaction to put it into a class of its own.



Sealy Posturepedic® mattresses drive this property’s guest satisfaction success by providing a sleep experience that exceeds expectations.

In the end, Valluzzo selected a Sealy Posturepedic® model for his property upgrade. “I recognized there would be substantial benefits from boosting the mattress quality above and beyond what guests usually encounter at an economy property,” said Valluzzo. “I was confident it would differentiate my Microtel and that the additional investment in the sleep experience would be recouped in increased guest satisfaction scores, repeat business, positive reviews and referrals.”

Valluzzo did not have to wait long for the fruits of the Sealy mattress upgrade to materialize. Within weeks of installing Sealy Posturepedic mattresses in his Microtel, guest satisfaction ratings experienced notable jumps on almost every e-mail guest survey. In addition, comments on more than 40 percent of these surveys expressly mentioned the comfort of the new Sealy beds. “The

response to the Sealy installation has exceeded not only our guests’ expectations, but also mine,” said Valluzzo. “There have been times when business has required me to spend the night in my own property and I can tell you that I always look forward to spending the night on a Sealy mattress.”

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The outstanding sleep experience and comfort is not the only aspect of Sealy that has made a positive impression on Valluzzo. “Like Microtel, Sealy understands the lasting impact of giving customers more than they anticipated,” said Valluzzo. “Not only does Sealy manufacture the best sleep systems for each price point, the customer service and prompt delivery I experienced really underscored their value as an industry partner. Without question, Sealy would be my go-to source for future bedding upgrades and installations.”

Mark Akerman, Sealy Global Hospitality’s Vice President of Global Contract Sales & Export, applauds the forward-thinking principles Valluzzo has embraced about guest satisfaction. “Mr. Valluzzo has taken the tried and true formula for success — give customers what they want — one critical step further. He gives customers what they want, and then some,” said Akerman. “We applaud his efforts to continually push what is possible in today’s hospitality segment through smart investments and solid business partnerships.”

For more information on the Sealy Global Hospitality products installed in the Microtel Inn & Suites in Daphne, Alabama, or for additional details on other Sealy sleep systems, go to www.sealyhospitality.com or call 800.867.3259.

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About Sealy Global Hospitality

Sealy is the world’s leading bedding manufacturer, with the number-one brand in terms of both sales and preference for the retail and hospitality markets. Sealy Global Hospitality helps hoteliers increase guest satisfaction, loyalty and overall profitability by providing both the anticipation and the fulfillment of a great sleep experience. With the Sealy®, Sealy Posturepedic® and Stearns & Foster® brands, Sealy Global Hospitality is able to provide a broad range of mattresses and foundations to meet any comfort level and price point. In addition, the company’s global capabilities ensure a consistent guest experience for properties around the world. To learn more, contact Sealy Global Hospitality, One Office Parkway at Sealy Drive, Trinity, NC 27370-9449 USA; call 800.867.3259; or visit www.sealyhospitality.com