



PRESS RELEASE

FOR IMMEDIATE RELEASE
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Mattress Warehouse set to celebrate grand opening of Ashland store with live radio broadcast by Matt Jones of Kentucky Sports Radio

WINFIELD, W.VA. – [Mattress Warehouse](#) will celebrate the grand opening of its Ashland, Ky. store Oct. 22 with an appearance by popular Kentucky Sports Radio talk show host Matt Jones.

Jones will broadcast his daily Kentucky sports talk show live from Mattress Warehouse, located at 12540 Rt. 60, in front of the Cannonsburg Wal-Mart., from 10 a.m. until noon.

After the broadcast, the Ashland Alliance Chamber and Economic Development group will preside over an official ribbon-cutting, followed by a drawing for a Dream Vacation for two to one of 29 exciting U.S. destinations.

Jones is Kentucky's preeminent sports talk show host, heard all over Kentucky. His main focus is University of Kentucky athletics.

"We are pleased to enhance our presence in the Ashland community with our new, larger store, and to give the folks of Boyd County a chance to see and hear Matt Jones in person," said Mattress Warehouse owner and CEO Kim Knopf.

Mattress Warehouse's parent company, Innovative Mattress Solutions (iMS), operates 42 stores in Kentucky, from Ashland to Paducah. The Ashland, Russell and Pikeville stores operate as Mattress Warehouse. All other Kentucky stores do business as Sleep Outfitters.

Knopf, a Louisville native and University of Kentucky alumna, started the company 30 years ago with one Mattress Warehouse store in South Charleston, W.Va. Today, the company operates 154 stores in six states--West Virginia, Ohio, Kentucky, Indiana, Tennessee and Alabama—under the Mattress Warehouse, Sleep Outfitters and Mattress King names.

Last year, Furniture Today magazine ranked iMS as the eighth largest mattress retailer in the nation. Company headquarters remain in Winfield, W.Va., located between Charleston and Huntington.

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PRESS RELEASE

Mattress Warehouse

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Discarded mattresses are becoming a nuisance in America's landfills. Partnering with [Spring Back Recycling](#) of Nashville, Tenn., Knopf's company recycles an average of 400 old mattresses a week by deconstructing them and selling the materials for new and different uses. Last year, iMS recycled 16,859 mattresses removed from customers' homes, constituting 1,250,314 pounds of mattress waste that never reached a landfill.

About Sleep Outfitters, Mattress Warehouse, Mattress King and Innovative Mattress Solutions

Innovative Mattress Solutions, headquartered in Winfield, W. Va., operates more than 150 retail mattress stores under the Mattress Warehouse, Sleep Outfitters and Mattress King brands in six states: West Virginia, Ohio, Kentucky, Indiana, Tennessee and Alabama.

Founded in 1983 by CEO Kim Brown Knopf, the company and its team believe a restful night's sleep is the foundation of a healthy lifestyle. Their comfort and price promises help customers rest easy, knowing they have 120 days to make a change if they are not comfortable sleeping in their new bed.

Learn more at Mattress Warehouse.com

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