



PRESS INFORMATION

MILLIONS OF FLORIDIANS ARE MUCH CLOSER TO A BETTER NIGHT'S SLEEP—DUX BED OPENS STATE'S FIRST STORE IN BOCA RATON

BOCA RATON, FL (September 12, 2005)—With the promise of providing a better night's sleep, DUX Bed celebrates the grand opening of its first store in the state of Florida on September 17 in Boca Raton. The DUXIANA store, located at 5250 Town Center Circle in The Shops at Boca Center, features The DUX Bed sleep chamber, a quiet room where customers can test out any DUX Bed for up to 4 hours.



Since the only way to understand a DUX Bed is to lie on it, those in the market for a truly comfortable bed are urged to visit the store and test out the beds. All models are available on display, but for the complete DUX experience customers can try out the sleep chamber for a few hours—in comfortable clothes.



"The DUX Bed provides the best night's sleep one can get on any bed," explains Bo Gustafsson, president of DUX North America. "The bed can help you fall asleep faster and stay in deep sleep longer, allowing you to wake up feeling refreshed and restored." DUXIANA has over 30 stores in North America; before the Boca Raton store opened, the nearest location was Atlanta.

DUX constructs each bed from start to finish, using the finest steel wire from Sweden's world-renowned steel industry to manufacture its own springs. Up to a mile and a half of this steel wire is configured into the springs of an average DUX Bed, resulting in a dynamic support system that distributes body weight evenly to maximize circulation. Unlike any other bed on the market, this system allows for support across all critical zones of the body and can be tailored to conform to a sleeper's individual shape and movements. A king size DUX Bed contains up to 4,980 springs, compared to an average of 1,000 springs offered in most conventional beds.

David Cohen, the owner of the DUXIANA store in Boca Raton, says he has been sleeping on a DUX Bed for six years, ever since severe back pain forced him to find a new way to sleep. "Before I bought The DUX Bed, I couldn't get out of bed and I was walking to the shower in a 45 degree angle," said Cohen. "I am a true believer in the product."

"The minute you lie on the DUX Bed, you feel like you are lying in the clouds," said Janet Lettera, Boca Raton store manager. "Over 80 years of ergonomic research and design have resulted in a dynamic spring system that maximizes distribution of your body weight, resulting in fewer pressure points, increased circulation, and less tossing and turning trying to get comfortable."

The DUX Difference

The DUX Bed's construction provides a better night's sleep, thus promoting health and longevity. The DUX Pascal System, a series of spring units, allows you to customize each side of the bed to support your individual body shape and needs. The DUX Bed has interchangeable spring cassettes of different combinations available. These allow you to customize the level of support needed at the shoulders, hips, and legs. Thus, a heavier person could have



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a different level of support than a more slender person; someone with a back problem could customize the hip area of the bed to better support their back and pelvis. Spring cassettes can be easily reconfigured by unzipping the top of the bed, removing the spring cassette, and changing the configuration.

In addition to its Pascal System and its advanced spring technology, each DUX Bed is equipped with more technologically advanced features:

- A DUX Bed does not need to be flipped. Because the springs are so resilient, the DUX Bed has been known to last a lifetime.
- Unlike most beds, the DUX Bed has an unfastened top-pad which complements the contouring nature of the bed. In the event of an accident, the top pad can be replaced without replacing the entire bed.
- The DUX Bed uses only the highest-grade materials.

DUX Bed Models

The DUX Bed comes in four different models: DUX 1001, DUX 12:12, DUX 8888, and DUXMOTION.

- The DUX 1001 has a two-layer base made of Swedish steel springs. The resilient bottom layer absorbs even the most forceful movements. The upper layer is more flexible and conforms to your body, providing support where you need it most. The top layer of natural latex and inner layers of cotton padding provide years of comfort.
- The DUX 12:12+ combines the simplicity of the DUX 1001 with the customizability of the Pascal spring system. The two layer base is made of Swedish steel springs: the lower top layer offers dynamic support and the bottom layer gives stability. The third and top layer of every DUX 12:12+ comes equipped with the patented DUX Pascal system
- The DUX 8888, by far the most advanced sleep system developed, offers the ultimate in comfort and versatility. The DUX 8888 features adjustable lumbar support to provide you with the ultimate sleep experience. The lumbar support is a unique mechanical system, controlled by a crank, which adjusts the level of support targeting the lumbar vertebrae. The easily removable crank is inserted at the foot of each side of the bed. The mechanical system can adjust the height of the mattress for a total of one and a half inches by turning the crank up to 15 times. Designed to provide personalized support for the lower back, the system supports the spine and body in its natural position.
- DUXMOTION is an adjustable bed which combines the incomparable benefits of the DUX spring system with the elevation capabilities of an adjustable bed. DUXMOTION features three layers of DUX Swedish steel springs. The first layer is the base, followed by a two-layer spring top that includes the patented Pascal system.



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About DUX

DUX (www.DUXBed.com) is one of the highest quality bed manufacturers in the world. For over 80 years, four generations of the Ljung family of Sweden have studied ways to blend the science of healthful sleep with the ultimate in comfort. By combining research, the finest natural materials and the most experienced craftsmen, DUX strives to develop the most advanced conventional bedding available.

About DUXIANA Boca Raton

Visit the new DUXIANA store in The Shops at Boca Center on Military Trail 1 mile North of Palmetto Park Road. The hours of operation are Monday through Saturday 10 a.m. to 6 p.m. and Sundays 12 p.m. – 5 p.m. For more information please call 561-416-2235 or email duxianaboca@gmail.com.

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