

Nationwide Marketing Group Introduces New Bellagio at Home by Serta Mattress Collection

Units to be exclusively sold at Nationwide Marketing Group retail stores.



Bellagio at Home by Serta.

Winston-Salem, NC (*February 20, 2011*) – Today, Nationwide Marketing Group, parent company of RentDirect Nationwide, announced their brand new mattress collection, Bellagio at Home by Serta.

“We have been a long time supporter of the Serta brand. Two years ago, we were successful in launching Smart Choice by Serta, an entry level bedding line,” said Bill Bazemore, Executive Director of Furniture Smart, the furniture division of Nationwide Marketing Group. “So naturally, we are very excited about this new high profile Bellagio line which will offer our retailers even more exclusivity in the marketplace.”

Bellagio at Home by Serta will only be sold at Nationwide Marketing Group retail stores. Nationwide Marketing Group, the largest premier buying and marketing organization, represents thousands of furniture, electronics and appliance independent retailers across the country.

According to Bazemore, the new collection is being showcased at the organization’s PrimeTime! By Nationwide buying show and conference being held at the Sands Convention Center in Las Vegas, Nevada from February 20-23.

The Bellagio at Home by Serta mattress collection offers some of today’s most advanced comfort and support features including Serta’s exclusive Continuous Support[®] innerspring and

Cool Nature™ Temperature Regulating Quilted Latex foam. Every Bellagio at Home mattress is beautifully finished with cashmere fabric that is luxuriously soft and highly adaptable to body temperature. Price points for the mattress collection will range from \$799 - \$1499.

To learn more about Bellagio at Home by Serta or the many other benefits of joining Nationwide Marketing Group, go to www.nationwidemarketinggroup.org or contact Bill Bazemore at furniture@nationwidegroup.org or (770) 442-9726.

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