



WEST LONG BRANCH, N.J., March 12, 2012 (BUSINESS WIRE) – Cooks from Paula Deen to the family chef can now experience comfort in the kitchen with the launch of the revolutionary Anti-Fatigue Kitchen Mat by Sleep Innovations. Known for her traditional Southern-style cooking, Paula Deen is endorsing the Anti-Fatigue Kitchen Mat, calling it, “the cook’s must-have item next to the apron.”

The Anti-Fatigue Kitchen Mat provides a supportive surface that reduces foot, leg and lower back pain as well as overall fatigue. Deen credits the Anti-Fatigue Kitchen Mat with helping her stay on her feet throughout multiple show tapings.

“Sleep Innovations’ new Anti-Fatigue Kitchen Mat is such a wonderful product for anyone that spends time in the kitchen,” said Deen. “Standing in the kitchen for hours on end can really take a toll on your body, but with the Kitchen Mat, I can cook for so much longer. It’s great because I don’t have to worry about all the aches and pains from standing too long. If you’re cooking in your kitchen, you’ll love the comfort of the Kitchen Mat.”

“We’re honored to have one of America’s iconic home cooks endorsing the new Anti-Fatigue Kitchen Mat,” said Sleep Innovations Executive Vice President of Channel Marketing Lisa Thorstenson. “By incorporating all of the features that cooks like Paula Deen look for in a Kitchen mat, we were able to design a product that is stylish, durable and supportive.”

The Kitchen Mat is versatile, waterproof, stain resistant and easy to clean. A non-skid bottom keeps the Kitchen Mat safely in place. The Kitchen Mat comes in a wide range of colors, sizes and patterns.

#### About Sleep Innovations

Sleep Innovations is the leader in consumer-driven foam products, proven to deliver comfort, relaxation and rejuvenation. The company designs and manufactures, advanced memory foam comfort products for the bedroom and around the home. Through extensive clinical and consumer testing, Sleep Innovations has found that its breakthrough foam solutions help to improve the quality of its consumer’s lives. For more information, visit [www.sleepinnovations.com](http://www.sleepinnovations.com).