

Hurry In For Incredible Presidents Day Mattress Savings from Serta®!

icomfort | **iseries**
Sleep System by Serta® | Hybrid Sleep System by Serta®

FREE
BOXSPRING
or
SAVE UP TO
\$1000
on a Serta® Adjustable Set



Gel Memory Foam or Hybrid Technology - Serta makes it easy to choose!

Featuring Cool Action™ Dual Effects® Gel Memory Foam + EverFeel™ Technology

CONSUMERS DIGEST BEST BUY

icomfort
Sleep System by Serta®

Insight Everfeel Firm Comfort

Queen Flat Set	Queen Adjustable Set
\$1074	\$2574
After Instant	After Instant
\$225	\$200
Boxspring Savings	Adj. Base Savings

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Sleep System by Serta®

Savant Everfeel Plush or Cushion

Queen Flat Set	Queen Adjustable Set
\$1574	\$3074
After Instant	After Instant
\$225	\$200
Boxspring Savings	Adj. Base Savings

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A unique hybrid of dual-action gel memory foam and Serta's most advanced innerspring.

iseries
Hybrid Sleep System by Serta®

Vantage Plush or Firm Comfort

Queen Flat Set	Queen Adjustable Set
\$1074	\$2574
After Instant	After Instant
\$225	\$200
Boxspring Savings	Adj. Base Savings

iseries
Hybrid Sleep System by Serta®

Merit Super Pillow Top

Queen Flat Set	Queen Adjustable Set
\$1274	\$2774
After Instant	After Instant
\$225	\$200
Boxspring Savings	Adj. Base Savings

*Policies set by local retailer. See store for details. Excludes delivery and set up fees. Other charges may apply. Offer does not apply to Serta® Adjustable Foundations iComfort Pillows and other iComfort accessories.

Serta VIP REWARDS™

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Sleep System by Serta® | Hybrid Sleep System by Serta®

Start earning rewards on **iComfort®** and **iSeries®** today!

You'll earn \$100 up to \$1,000 towards your next mattress.**

Plus, receive discounts and benefits from our partners.

LIMITED TIME ONLY!

SAVE UP TO 60%

QUEEN SETS AS LOW AS \$798

Serta perfect sleeper Red Tag Clearance Event

SAVE on all Serta® Perfect Sleeper® Models

*Purchase any Serta iComfort® or iSeries® mattress set between February 4, 2015 and March 2, 2015 and receive your choice of either a free standard box spring (same size as the mattress purchased) or up to \$1,000 off a qualified Serta adjustable foundation. Savings offers on the adjustable foundations will vary by model and size and are available only with the Motion Custom™, Motion Perfect® II and Motion Signature™ adjustable foundation models. Maximum \$1,000 savings applies only to king size adjustable mattress sets with Motion Custom base that includes two Twin XL adjustable foundation pieces. Offer available only at participating retailers in the United States and the District of Columbia. This offer may not be applied to previous purchases and cannot be combined with any other offer. Void where prohibited by law. Visit www.serta.com to find participating retailers. See store for details. © 2014 Serta, Inc.

**VIP Reward Redemption on \$999+ purchase after 120 days. May earn on multiple qualifying beds at once. Maximum redemption of \$1,000 on \$1,999+ purchase. Value of reward reduced by 50% for twin or full size. Part of registration includes customer agreement to receive marketing communications in exchange for earning rewards. If you opt out of marketing communications you will lose your points after 60 days.

FREE
*0% Financing With No Interest
Minimum purchase required See store for details

FREE
Fast Delivery
Minimum purchase required See store for details

FREE
In Home Set-Up of New Bed
Minimum purchase required See store for details

FREE
*Disposal of old bedding
Minimum purchase required See store for details

Serta WE MAKE THE WORLD'S BEST MATTRESS.™

**BRAND
SOURCE®**

**12 MONTHS
0%
INTEREST****

See store for details

Majestic  *Crown*
COLLECTION

Willingham Premium
Plush Comfort

\$599 Queen
2pc Set

Compare At **SALE**
Twin 2pc Set.... \$899 ... \$449

Full 2pc Set.... \$1099. \$549

King 3pc Set.... \$1799. \$899

Majestic  *Crown*
COLLECTION

Cambria Luxury
Super Pillowtop

\$799 Queen
2pc Set

Compare At **SALE**
Twin 2pc Set.... \$1299. \$649

Full 2pc Set.... \$1499. \$749

King 3pc Set.... \$2199. \$1099

**Hurry In,
Sale Starts
Today!**

Presidents Day

mattress

Sale!



MajesticSleep
collection

Sleep Firm Quilt

\$99

ea. pc.
when purchased
in sets

**FREE
Fast
Delivery****

Minimum purchase required.
See store for details

MajesticSleep
collection

Knightswood Comfort Top

\$399 Queen
2pc Set

Compare At **SALE**
Twin 2pc Set.... \$549 ... \$299

Full 2pc Set.... \$699 ... \$349

King 3pc Set.... \$999 ... \$499

MajesticSleep
collection

Heathrow Premium
Extra Firm

\$499 Queen
2pc Set

Compare At **SALE**
Twin 2pc Set.... \$799 ... \$399

Full 2pc Set.... \$899 ... \$449

King 3pc Set.... \$1599. \$799

Now Through
Presidents Day

SAVE UP TO 50% OFF Floor
Models

Sleep Better & Pay Less at
East Huron
TV & APPLIANCE INC.

1313 Sand Beach Rd.
Bad Axe, MT 48413
989-269-9905

Mon-Thurs
8:30 - 5:30

Friday
8:30 - 6:00

Saturday
9:00 - 1:00

Sunday
Closed

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