

ZENHAVEN

BY SAATVA

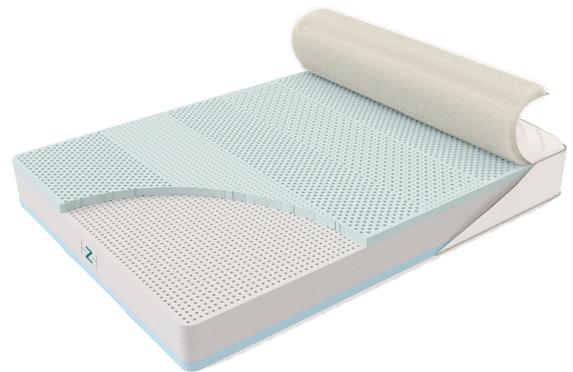
PRODUCT FACT SHEET

The Saatva Company is the largest and fastest-growing online luxury mattress company in North America as a result of making luxurious sleep affordable. The Company set out to change a broken industry by selling mattresses exclusively online since 2010. Its unique and successful approach combines old-fashioned customer experience with a modern approach to e-commerce that cannot be found in retail stores or among the growing number of online mattress brands today. The Saatva Company develops, manufactures and distributes an impressive line of ultra-premium mattresses at unparalleled price, performance and service levels.

Zenhaven by Saatva

The ultimate in sleep comfort and purity, Zenhaven by Saatva is the first ultra-premium, 100% natural latex mattress that is affordable for the average consumer.

To date, natural latex beds have been typically out-of-reach for most consumers, with prices starting at \$4,000 in retail stores. Now, Zenhaven is available at \$1899 for a queen mattress. The benefits of natural latex include its ability to “breathe” for cool sleep and comfort beyond any other type of mattress. Natural latex provides an “uplifting” feel and instantly responds to every curve of a sleeper’s body.



A true product innovation, Zenhaven is unlike any other latex mattress available today:

- **2-in-1 Comfort Technology:** Two-sided comfort technology allows consumers to find the perfect comfort level in one mattress.
 - **Luxury Plus side:** 80% of latex customers choose this comfort range. It conforms and supports your body effortlessly while still maintaining an ultra-luxurious, plush feel.
 - **Gentle Firm side:** 18% firmer than Luxury Plush, for those who want a slightly firmer feel. Gentle Firm still provides uplifting, pressure-free support.
- **5-zone Spinal Support Technology:** Exclusive to Zenhaven, each comfort layer features 5-zone design that gives subtly firmer support in the heaviest areas of the body for optimal spinal health.
- **Allergy-free:** Created to be completely hypoallergenic for the most sensitive sleepers.
- **Affordable Luxury:** A Zenhaven queen mattress costs \$1,899, comparable to mattresses starting at \$4,000.
- **100% Natural American Talalay:** Zenhaven’s latex is harvested from the pure sap of rubber trees, and processed using the superior Talalay method. This modern, pure process has evolved from the traditional Dunlop process used by other manufacturers, and instead offers:

- o The most buoyant, pressure-relieving material available: The result is a weightless feel that elevates and conforms for pressure-free support.
- o Consistent and durable: Talalay is consistent from end-to-end without the need for fillers, and will not break down or sag, giving support for as much as 20 years.
- o Enhanced natural airflow, resulting in a mattress that is cool and comfortable at all times.
- o Pure, natural latex as compared to manufactures today that combine natural latex with synthetic latex or petroleum-based foams. Zenhaven has Oeko-Tex Standard 100 certification (certifying home furnishings, textiles); rigorous testing has shown it to contain no substance harmful to consumers.

The ultimate in sleep comfort and purity, the Zenhaven ultra-premium, all-natural latex mattress is The Saatva Company's newest offering. It is the affordable answer to owning a premium, natural latex mattress, created to be completely hypoallergenic for even the most sensitive sleepers. All of The Saatva Company's three mattress brands are handcrafted in America using the highest quality eco-materials and advanced technologies for optimal spine health – offered at the best price in the luxury market.

For more information on finding the ultimate in comfort and picking the perfect mattress, visit:

www.zenhaven.com