

DO'S AND DON'TS OF BEDDING CARE

- **DO** rotate your mattress as needed, this will promote even wear.
- **DO** use an appropriate frame and center support on queen- and king-size sets to ensure validation of your warranty.
- **DO** let your new sleep set "air" upon removal from its plastic packaging. Discard the plastic wrapping on your mattress as soon as possible; a child or pet can become entangled and suffocate.
- **DO** keep your bedding clean and use a mattress pad. Stains, soiling, fluid penetration or other signs of abuse may void the warranty and make your bedding ineligible for repair or replacement.
- **DO** replace the foundation when purchasing a new mattress to provide the proper support for your new mattress.
- **DO** carry your mattress upright on its side. It is easier to handle and less likely to damage the mattress. If you need to store your mattress for an extended period, please store it flat.
- **DO** promptly dispose of old mattresses to avoid a fire hazard.
- **DON'T** remove the law tag at the end of your mattress as this has the identification needed to establish your warranty rights.
- **DON'T** bend excessively or jump on your mattress under any circumstances. Such treatment may damage the mattress or boxspring. Normal use on an adjustable base is permitted.
- **DON'T** use cleaning fluids on your mattress. The chemicals may damage some of the materials.
- **DON'T** allow your mattress to get wet. Any liquids, water or other fluids may damage upholstery causing materials to compress. Serta recommends that you protect your mattress from water and other liquids with a water proof mattress pad.

PLEASE BE ADVISED: YOUR NEW MATTRESS IS NOT FIRE-PROOF.

Your new mattress meets fire safety standards issued by the U.S. Consumer Product Safety Commission when used by itself or with a foundation specified on the federal law tag attached to the mattress. Compared to older mattresses, your new mattress will, if ignited, burn more slowly and less intensely, giving you more time to escape.

IN ORDER TO REDUCE THE RISK OF FIRE:

- **DON'T** smoke in bed. This is a common cause of fatal fires.
- **DO** keep matches and lighters away from children.
- **DON'T** use candles on or around your bed.
- **DO** keep space heaters away from your bed or other flammable items. Follow all manufacturer's instructions and warnings.
- **DON'T** run electrical cords under your bed or trap them against a wall. Avoid placing lamps where they can fall on the bed.

IN CASE OF FIRE, EXIT AND THEN CALL 911

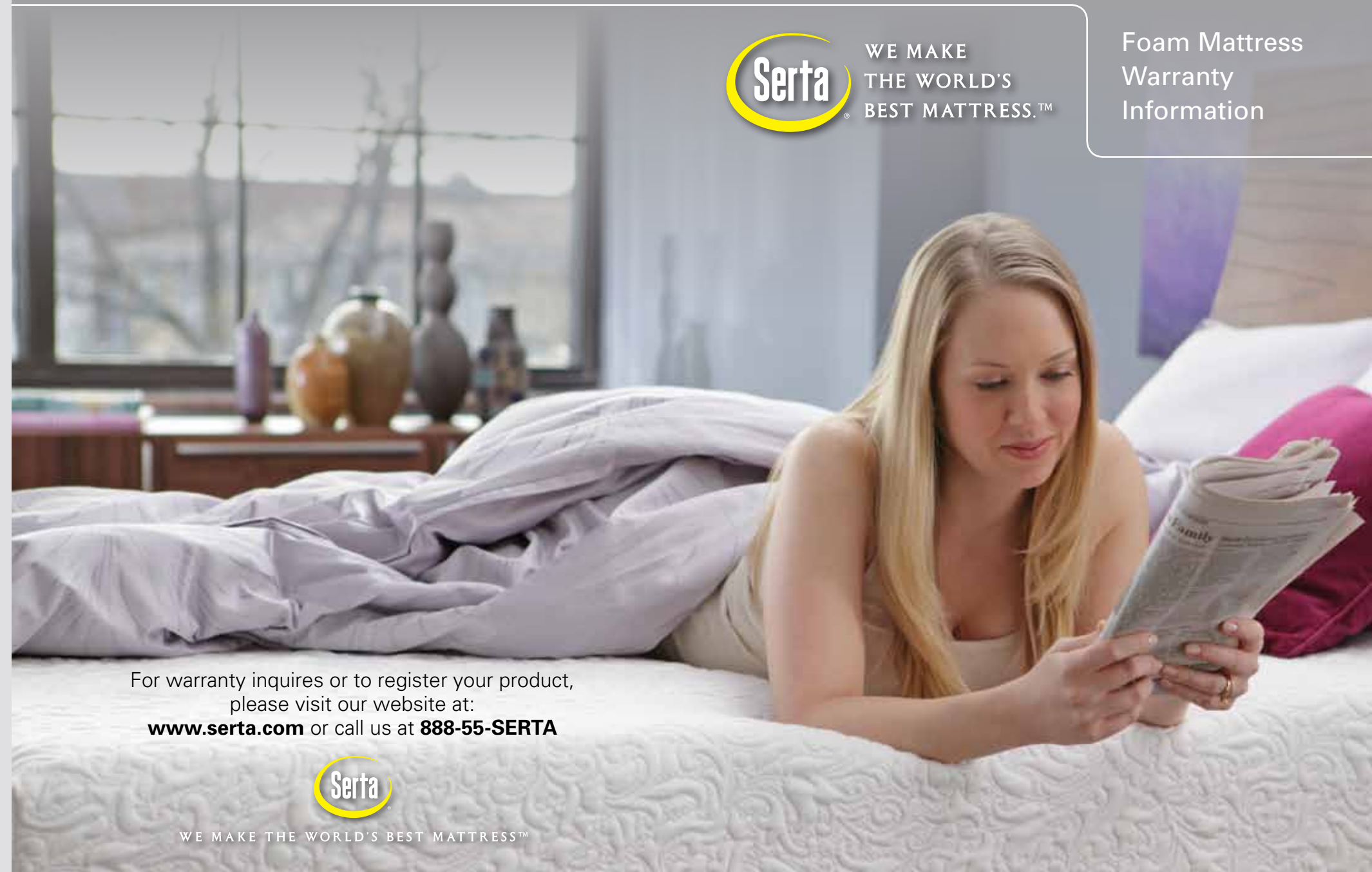
To facilitate any future customer service or warranty inquiries, please keep a copy of this warranty card, all tags on your bedding and the sales receipt from your Serta dealer.

1/2011 SZIPWC-001



WE MAKE
THE WORLD'S
BEST MATTRESS.™

Foam Mattress
Warranty
Information



For warranty inquiries or to register your product,
please visit our website at:
www.serta.com or call us at **888-55-SERTA**



WE MAKE THE WORLD'S BEST MATTRESS.™

OUR ASSURANCE OF QUALITY

Congratulations on your new Serta sleep set. Our goal is to provide the highest product quality and durability, assuring you of the most comfortable and healthful night's sleep. This promise is backed by our Serta Quality Assurance Program, one of the most stringent and rigorously enforced product quality programs in the home furnishings industry. Through the Serta Quality Assurance Program, you can feel confident that your Serta sleep set will provide you with the long-lasting comfort and support you expect.

SERTA LIMITED WARRANTY

Because we strongly believe in the quality, design and craftsmanship of our products, Serta products are warranted against manufacturing defects in workmanship and material, as detailed below.

If you observe a defect, contact the Serta dealer from which you purchased the set. If the dealer cannot be reached, please contact Serta Customer Support at 888-55-SERTA. In either case, you must, within the duration of the warranty, provide the original law tags, proof of purchase (including date of purchase) and be the original purchasing consumer.

If defective in workmanship or material, your Serta mattress and/or foundation will be repaired or replaced (at our option) with charges, as shown on the Serta Warranty Schedule and exclusive of transportation and inspection costs. If the Serta product you purchased is discontinued at the time of repair or replacement, a current model of comparable quality and value will be selected.

All other claims including incidental or consequential damages are precluded. If identical materials are not available at the time of repair or replacement, the manufacturer reserves the right to substitute materials of comparable quality.

Any and all implied warranties on this product shall not exceed in duration the term of this limited warranty. This warranty begins on the day you purchase your sleep set. If your sleep set is repaired or replaced, this limited warranty will not be renewed or extended. Please refer to the Serta Warranty Schedule on this card to determine the length of your warranty.

Some states do not allow the exclusion or limitation of incidental or consequential damages or limitations on how long an implied warranty lasts, so the above limitation or exclusion may not apply. This warranty gives you specific legal rights. You may also have other rights, which vary from state to state.

Please refer to the Do's and Don'ts of Bedding Care section of this brochure for proper sleep set care to avoid invalidating your warranty.

WARRANTY COVERAGE DETAIL

The Serta Warranty covers only the following items during normal wear:

MATTRESS:

- Sagging or Body Impressions that measure 3/4" or greater, only if the mattress has been continuously supported by a matching foundation (or equivalent) and used with an appropriate frame with center support, or a minimum of 5 cross slats with center support that extends to the floor.
- Zippered mattress covers are warranted for two years after the purchase date from manufacturing defects and workmanship, flaws of the zipper or seams, and tearing of fabric under normal use.

FOUNDATION:

- Broken or loose support elements
- Compression or unstapling of support elements
- Broken or loose grid top
- Splitting of the wood frame
- Loose, bent or defective wood beams
- Sagging, but only when continuously supported with an appropriate frame with a rigid center support

For warranty inquiries, please visit our website at: www.serta.com or call us at 888-55-SERTA

The Serta Warranty does NOT cover items not expressly listed in the "Warranty Coverage" section, such as, but not limited to:

- Transportation and inspection costs
- Bedding used in hotels, motels or institutional facilities
- Bedding sold "as is", or floor samples, or bedding purchased from second hand parties, non-retail establishments or received as promotional item
- Bedding height
- Comfort preference
- Corner guards
- Replacement of another piece in a sleep set, unless it is also defective
- Body impressions in the mattress that measures less than 3/4"
- Sagging in the mattress that measures less than 3/4"
- Damage of the mattress or foundation due to misuse or abuse
- Mattress damage due to an inappropriate foundation or when an incorrect bed frame is used
- Sheet fit
- Mattress fabric, except as noted under Warranty Coverage Detail.
- Normal change in softness and recovery time associated with memory foam and latex materials over time. This does not affect the pressure relieving qualities of these materials.
- Fabric Stains, soiling, fluid penetration, tears or burns.
- Zippered mattress cover damage due to improper care.

IMPORTANT INFORMATION

Serta reserves the right to refuse service and invalidate the warranty when the sleep set, even if defective, is in an unsanitary condition (due to blood or bodily fluid stains or soiling, infestation or other abuse), when the sleep set has evidence of damage from liquid penetration, cleaning or the use of cleaning fluids, or whenever the product failure is caused by factors other than defective workmanship or materials.

Allowing the sleep set to be in an unsanitary condition may damage the product and invalidate the warranty. For the health and safety of anyone who would be required to dispose of, or otherwise handle, the sleep set, Serta may refuse to inspect such products to assess whether covered by the warranty, in which case, Serta reserves the right to deny warranty coverage.

The use of cleaning fluids may damage the fabric and materials in your mattress. Allowing water or other liquids to penetrate your mattress may damage the layers of upholstery, causing materials to compress. Either of these situations may result in damage that will invalidate your warranty.

Serta reserves the right to deny warranty coverage if the sleep set exhibits stains or soiling of unknown origin or nature and it appears to Serta, in good faith, that the sleep set may be in an unsanitary condition or may have been damaged by liquid penetration or other abuse.

This warranty is given by the Serta manufacturer whose name and address appear on the law tag attached to your Serta product. We recommend that you examine the law tag attached to your Serta product and record the name and address of the Serta manufacturer, and your warranty code, on this warranty card. Retain the law tags and proof of purchase to validate warranty coverage.



Foam Mattress Warranty Information

LAW TAG SAMPLE

UNDER PENALTY OF LAW THIS TAG NOT TO BE REMOVED EXCEPT BY THE CONSUMER
ALL NEW MATERIAL CONSISTING OF
REG. NO OR LIC NO.
YOUR SERTA MANUFACTURER
(ADDITIONAL INFORMATION) Warranty Code Found Here Wn

Attached to every Serta sleep set is a law tag (see sample left) which includes a warranty code number. To determine the terms of your warranty, match the warranty code with the appropriate line in the warranty schedule.

An "X" before and after the sku on law tag indicates it is a floor sample or the word sample indicates the same. Floor samples are not covered by the warranty.

SERTA WARRANTY SCHEDULE

Warranty Code	Total Limited Warranty Period (in years)*	Period for No Charge Repair or Replacement (in years)*	Repair or Replacement Charge After No Charge Period*
W5F	5	5	Not Applicable
W10F	10	10	Not Applicable
W20F	20	10	1/20 of dealer retail price times number of years from purchase date
W25F	25	15	1/25 of dealer retail price times number of years from purchase date

*Exclusive of transportation and inspection costs.

This warranty is for products that carry the specific warranty codes listed above.

MATTRESS CARE

We recommend that you rotate your mattress occasionally, which will increase its comfort life and longevity. However, the option to rotate your mattress is not required for your warranty to remain valid. Please keep your bedding clean and use a mattress pad. Stains, soiling, fluid penetration or other signs of abuse may void the warranty and make your bedding ineligible for repair or replacement.

REQUIRED BED FRAME EXAMPLES FOR KING & QUEEN SIZE BEDDING



On queen and King-size models, center support that extends to the floor is required.