

HYPNOS, the bedding manufacturer of the Royals comes across the pond and partners with THE BACK STORE in Naples, Florida

Franklin, Tenn. (September 28, 2005) - Hypnos Limited, manufacturer of luxury mattresses and box springs in the UK is entering the south Florida market for the first time. Hypnos Limited, of Princes Risborough in Buckinghamshire, England, has searched for partners in the US during the last three years to merchandise its ultra-premium 'Hampton Court Collection' line of luxury handcrafted mattresses. The search is ongoing and takes longer than expected, due to the type of clientele this product appeals to. "It's extremely important for us to partner with the right type of retailer as this is not your typical mattress product found on every street corner" said Adrian Jones, Director of Sales for HYPNOS USA.

The fact that the *Royal Warrants of Her Majesty Queen Elizabeth II and the late Queen Elizabeth The Queen Mother* have been carried by HYPNOS for many years made the selection process even harder. Finally, **THE BACK STORE in Naples, Florida**, a company with a very discerning clientele was selected for this honor.

THE BACK STORE in Naples, Florida established in 2003 is family owned and maintains relationships with many of the highest end goods companies in the world. Their client is extremely discriminating which means they appreciate the quality and value of finely crafted goods.

Every step of the assembly is performed by hand using traditional materials, including hand tufting with woolen tufts, which holds the filling materials in place and for a truly luxurious feel with sumptuous layers of silk, cashmere, wool, cotton felt and the finest Belgian damask covers which are laid by hand. The handcrafting ensures high quality and the materials provide unrivaled comfort, but most importantly support.

HYPNOS Limited has manufactured luxury bedding in the UK for five generations and has supplied the Royal households of Her Majesty The Queen and the late Queen Mother for many years.

Since the Middle Ages, tradesmen who have acted as suppliers of goods and services to the Sovereign have received formal recognition. In the beginning, this patronage took the form of royal charters given collectively to various guilds in trades and crafts which later became known as livery companies. Over the centuries, the relationship between the Crown and individual tradesmen was formalized by the issue of Royal Warrants. This is the highest honor a craftsman can earn, one has to supply the Royal household for a minimum of five years consecutively and maintain unrivalled quality standards. Then and only then, the craftsman is awarded the royal warrant of that household. There are only four warrants issued; The Queen, The Duke of Edinburgh, Queen Elizabeth The Queen Mother or The Prince of Wales. HYPNOS has two of them which is unprecedented.

“We are very excited about the imminent launch of the HYPNOS brand with **THE BACK STORE in Naples, Florida**. Having enjoyed consistent growth in our European residential and hotel markets I feel that a HYPNOS presence in the American bedding market is long overdue.

We are a very traditional English company setting the highest standards in manufacture and product value. I have no doubt that such an English image coupled with our two Royal Warrants will enable us to offer the US market not only fine craftsmanship but also an air of prestige and luxury from your ‘close cousins across the water’.

HYPNOS beds are delighting thousands of customers around the world....our launch into the Florida market is a very proud moment for me and a milestone in

the development of the HYPNOS brand.” said Peter Keen, Chairman of HYPNOS Limited, in the UK.

The HYPNOS ‘Hampton Court Collection’ which consists of Four mattresses, Sovereign, Empress, Eminence and Majesty will be launched at **THE BACK STORE located at 198 9th Street N (Tamiami Trail) in Olde Naples, (239) 659-4560, on Monday, October 10, 2005.** Currently HYPNOS has distribution regionally through high-end furniture stores and residential interior design firms, the product is available nationwide to partners with exclusive agreements for resale. The HYPNOS product will retail from \$4,000 to \$17,000.