



Southerland and Allergy Technologies Partner to Develop the Total Protection Sleep System

Introduce the First Mattress and Foundation to Effectively Eliminate Bed Bugs and Dust Mites

NASHVILLE, Tenn., April 25, 2011 – Southerland, Inc. and Allergy Technologies LLC, maker of *ActiveGuard*™ Mattress Liners, have partnered to develop and introduce the Southerland Total Protection Sleep System, the first mattress and foundation system to effectively eliminate bed bugs, dust mites and their allergens. Available in late spring, Southerland's patent-pending Total Protection Sleep System uses the proprietary *ActiveGuard* technology to actively kill bed bugs and dust mites upon contact, so protection and peace-of-mind are built directly into the mattress and foundation.

Southerland's new "Total Protection Sleep System" is the first mattress and box spring foundation system in the country to proactively address the bed bug and dust mite problem. These new products, available as a premium upgrade through Southerland contract sales and retail stores, are made from the same fabric used in *ActiveGuard*, the only EPA-registered and proven effective bedding product that will not only kill new bed bug infestations, but will continue to provide protection beyond the typical bed bug life cycle.

"Bed bugs and dust mites pose serious concerns and health issues, and our increasingly mobile lifestyles have made the threat of infestation even greater than ever," said David Corbin, president of Southerland. "The Southerland Total Protection Sleep System is one of the most proactive and effective steps consumers can take to conveniently prevent the infestation of bed bugs or dust mites in their bedding."

"Never before has there been a sleep system that offers the peace of mind like Total Protection," said Gus Carey, founder of Allergy Technologies, home of *ActiveGuard*. "Southerland has taken the power of *ActiveGuard*, along with years of our testing, and developed a consumer bedding product that should be welcomed with open arms, especially with the current state of bed bugs in our country." *ActiveGuard* has been extensively tested on a variety of bed bug strains by research entomologists, and is one of the few bed bug products with both published lab and field data. *ActiveGuard*™ is a patented product of Allergy Technologies LLC.

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Southerland will offer the Total Protection Sleep System as an option on its upper-end mattresses and foundations. The Total Protection line is available for sale to hotels, universities and apartments through Southerland's contract division and will be available as a premium option at retail stores in late Spring 2011.

"The option to select a Total Protection Sleep System will allow consumers to choose the quality Southerland bedding solution that's right for them," said Corbin. "Total Protection mattresses and foundations provide a proactive and effective way to continuously eliminate bed bugs, delivering a new and unparalleled level of protection against bed bugs, dust mites and their allergens, which may be particularly appealing to consumers with asthma, eczema or respiratory allergies."

Southerland's Total Protection Sleep System does not involve any airborne sprays or powders, and offers continuous protection without the need for maintenance, making them extremely convenient. The Southerland Total Protection Sleep System with *ActiveGuard* fabric is soft, breathable and odorless, providing for a comfortable and restful sleep.

"Southerland's new Total Protection Sleep System with *ActiveGuard* makes an exceptional preventive tool in the battle against bed bugs," said Joseph Latino, director of sales and marketing for Allergy Technologies. "Coupling the Total Protection Sleep System with *ActiveGuard* mattress liners represents the most formidable pro-active bed bug product offering available in the industry."

National Pest Management Association (NPMA) statistics indicate one in five Americans will have had experienced an infestation or know someone who has encountered bed bugs during their stays at hotels. The incidence is trending upward and Southerland will have product in retail stores in late spring as consumers look for the type of solution Southerland mattresses and foundations with *ActiveGuard* provides.

Throughout 2011, Allergy Technologies will be presenting the features and benefits of *ActiveGuard* throughout the country at: Choice Hotels International 2011 Annual Convention, Boston, MA, May 19-20; 2011 Asian American Hotel Owners Association Annual Convention, Las Vegas, NV, June 15-18; National Apartment Association Education Conference and Exposition 2011, Las Vegas, NV, June 23-25; American College and University Housing Officials 2011 Annual Conference & Exposition, New Orleans, LA, July 9-12; BITAC™ Purchasing and Design East 2011 conference, Orlando, FL, July 17-19; Bed Bug and Pest Control Conference presented by LODGING, Chicago, IL, August 22-24; 17th Annual Lodging Conference, Phoenix, AZ, September

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20-23; Bed Bug University: North American Summit 2011, Chicago, IL, September 25-27; National Pest Management Association's Pest World2011, New Orleans, LA, October 19-22; InterContinental Hotels Group, Las Vegas, NV, October 24-26; and, International Hotel, Motel and Restaurant Show, New York, NY, November 12-15. Allergy Technologies is proud to introduce Southerland's Total Protection Sleep System during this national series of conferences targeting universities, hotels, shelters, Pest Management Professionals (PMPs) and the media.

About Southerland Inc.: Since 1983, Southerland has delivered on the promise of value, quality and comfort as the foundation on which the company was built. Southerland is a 100% employee owned corporation dedicated to produce the finest quality bedding at appropriate prices with features needed for restful and uncompromising sleep and support. For more information about the Southerland Total Protection Sleep System, please visit www.southerlandsleep.com.

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About Allergy Technologies: Allergy Technologies is a subsidiary of A. Carey Co. LLC, which focuses on using philanthropy as a core business strategy for its businesses. Through its Philanprofit (SM) strategy, a portion of all ActiveGuard proceeds go to help fund inner-city homeless and women's shelters and asthma clinics. For more information about *ActiveGuard* mattress liners, the Total Protection Sleep System or Allergy Technologies, visit www.allergytechnologies.com or call (866) 978-6288.

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