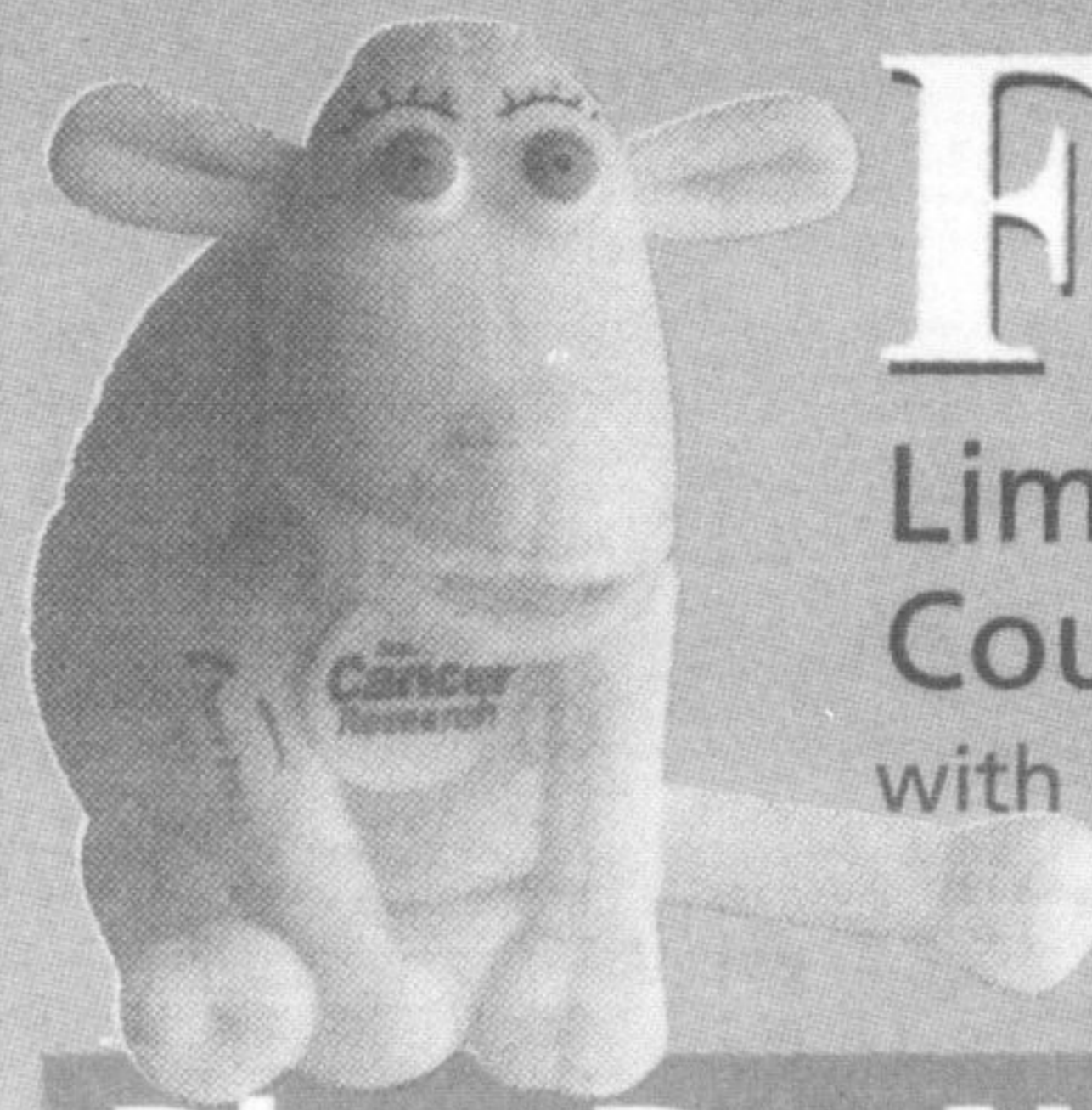


The **BRICK**[®] mattress store

Mattress Specialists Since 1971



FREE
Limited Edition Pink
Counting Sheep Plushie
with your purchase of any Serta
sleep set from The Brick.
While quantities last.

Making a Difference
to help find a cure for Breast Cancer
Serta is Counting Sheep for the Cure
The Serta Mattress Company, their Canadian
partners and The Brick will contribute \$330,000
in support of breast cancer research with
funds going to the Canadian Breast Cancer
Foundation and the National
Susan G. Komen Foundation

Plus Do Not Pay Until 2008*



Limited Edition Cherished
Eurotop Queensize Sleep Set

1499⁹⁷

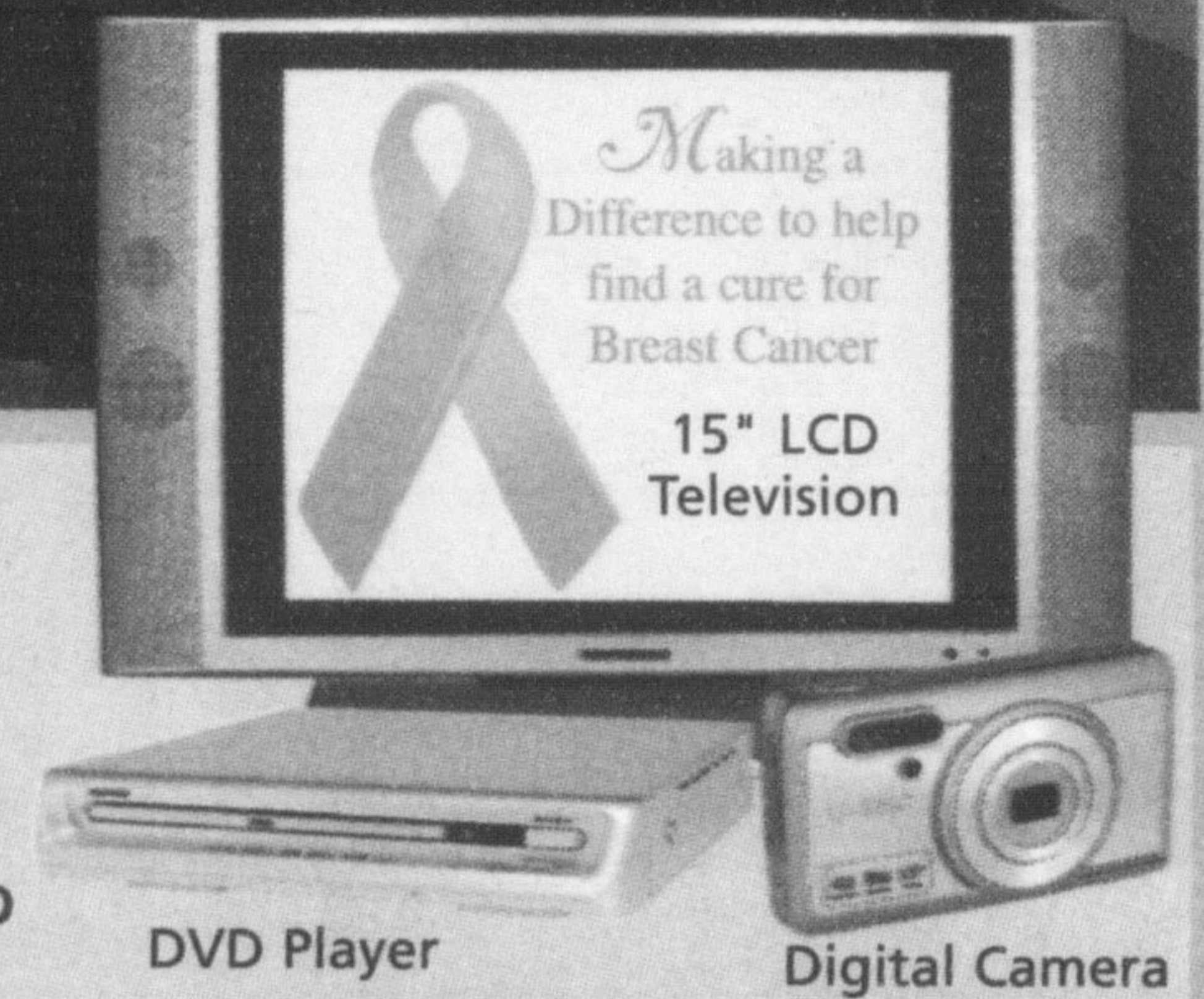
PLUS Do Not Pay Until 2008
PLUS 3 Gifts At No Charge

Kingsize \$1999.97
CHERISHQP, CHERISHKP



**Plus 3 Gifts
at No Charge**

When you purchase and
keep the Cherished sleep
set at \$1499 or more.



Shop The Brick – You'll Never Go Anywhere Else!

	THE BRICK MATTRESS STORE	SLEEP COUNTRY	LEON'S	SEARS	THE BAY
FREE SAME DAY DELIVERY [†]	Yes	No	No	No	No
DELIVERY AND SET-UP COST	FREE	FREE	FREE	\$50	\$50
LOWEST PRICE GUARANTEE*	90 days	60 days	30 days	30 days	30 days
GIFT WITH PURCHASE	Yes	No	No	No	No
LIFETIME WARRANTY**	Yes	No	No	No	No
SLEEP SATISFACTION GUARANTEE***	180 days	60 days	90 days	60 days	60 days

As of 10/05/06

- Free Removal of Old Sleep Set.†
- Free Delivery to Cottage Country.†

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**PRICE
GUARANTEE**

We will beat any
competitor's comparable
offer on a comparable
product by 10%.

See in-store for complete details.

*Minimum purchase \$250. Any Brick delivery charges, applicable taxes and administration fee are payable at time of purchase. Interest may accrue for the final 25 days prior to the promotion's payment due date but will be waived if the payment of the balance is made in full by the due date. Balance due January 2008. Effective October 6 - 31, 2006 or unless otherwise indicated. †Certain restrictions and limitations may apply. Electronics may not be exactly as illustrated. **Does not apply to products that are exclusive to The Brick. ***With minimum purchase of \$999 sleep set and the purchase of an appropriate bed frame. *** When you purchase a mattress pad or UV3 protection. Offer expires October 31, 2006. This offer cannot be combined with any other free gift or discount offers. Ask your sales consultant for finance terms available. See in store for complete details.