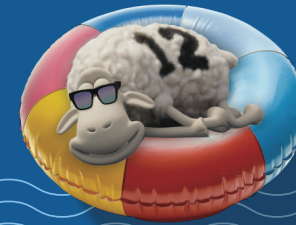




MEMORIAL DAY SALE

SAVE UP TO ~~\$900~~ \$925

on zoned comfort with Serta® iComfortPro™ mattresses
when paired with select adjustable base sets.*



Granby
EXTRA FIRM
11.5" Profile



We've included an **EXTRA \$25 OFF** sale pricing for the Serta Counting Sheep's birthday.



PRICES SHOWN REFLECT
EVENT SAVINGS

\$1674

YOU SAVE
\$325

Queen Mattress



FLAT BASE					MATTRESS + ADJUSTABLE BASE OPTIONS							
	MATTRESS		MATTRESS + FOUNDATION		baselogic™ BRONZE UPGRADE		baselogic™ SILVER UPGRADE		baselogic™ GOLD UPGRADE		baselogic™ PLATINUM UPGRADE	
		YOU SAVE		YOU SAVE		YOU SAVE		YOU SAVE		YOU SAVE		YOU SAVE
TWIN XL	\$1,174	\$325	\$1,424	\$325	\$1,453	\$325	\$1,723	\$325	\$2,073	\$325	\$2,273	\$625
QUEEN	\$1,674	\$325	\$1,974	\$325	\$1,973	\$325	\$2,273	\$325	\$2,673	\$325	\$2,873	\$625
KING/ CAL KING*	\$2,374	\$325	\$2,874	\$325	\$2,973	\$325	\$3,373	\$325	\$3,773	\$325	\$3,973	\$625
					1 BASE \$2,932		1 BASE \$3,472		1 BASE \$4,172		1 BASE \$4,572	
					2 BASES		2 BASES		2 BASES		2 BASES	YOU SAVE \$925

*King and Cal King adjustable set prices shown as 1 Base represent adjustable bases that operate as one unit, even if delivered in multiple boxes. Prices with 2 Bases represent adjustable bases that can operate independently or be synchronized.



10 YEAR
WARRANTY



100% USA
ASSEMBLED



ADJUSTABLE BASE
COMPATIBLE



CERTIPUR-US
CERTIFIED

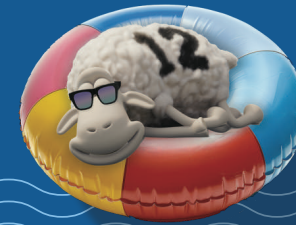
*Purchase select Serta® iComfortPro™ mattresses between April 29, 2025 and May 27, 2025 and receive up to \$625 in mattress savings. Plus save up to \$300 on a qualified baselogic™ adjustable base. Savings offers on the mattresses will vary by model. The maximum \$925 savings applies to any size eligible mattresses with any size baselogic™ Platinum™ adjustable base. These offers may not be applied to previous purchases, cannot be combined with other offers and are only available at participating retailers in the 50 United States and District of Columbia while supplies last. Product availability, pricing and offer dates may vary by retail location. Void where prohibited by law. © 2025 Serta, Inc. All rights reserved. See serta.com for full details.



MEMORIAL DAY SALE

SAVE UP TO ~~\$900~~ \$925

on zoned comfort with Serta® iComfortPro™ mattresses
when paired with select adjustable base sets.*



Chelsea
MEDIUM
12" Profile



We've included an **EXTRA \$25 OFF** sale pricing for the Serta Counting Sheep's birthday.



PRICES SHOWN REFLECT
EVENT SAVINGS

\$1974

YOU SAVE
\$325

Queen Mattress



FLAT BASE					MATTRESS + ADJUSTABLE BASE OPTIONS							
	MATTRESS		MATTRESS + FOUNDATION		baselogic™ BRONZE UPGRADE		baselogic™ SILVER UPGRADE		baselogic™ GOLD UPGRADE		baselogic™ PLATINUM UPGRADE	
		YOU SAVE		YOU SAVE		YOU SAVE		YOU SAVE		YOU SAVE		YOU SAVE
TWIN XL	\$1,474	\$325	\$1,724	\$325	\$1,753	\$325	\$2,023	\$325	\$2,373	\$325	\$2,573	\$625
QUEEN	\$1,974	\$325	\$2,274	\$325	\$2,273	\$325	\$2,573	\$325	\$2,973	\$325	\$3,173	\$625
KING/ CAL KING*	\$2,674	\$325	\$3,174	\$325	\$3,273	\$325	\$3,673	\$325	\$4,073	\$325	\$4,273	\$625
					1 BASE \$3,232		1 BASE \$3,772		1 BASE \$4,472		1 BASE \$4,872	
					2 BASES		2 BASES		2 BASES		2 BASES	YOU SAVE \$925

*King and Cal King adjustable set prices shown as 1 Base represent adjustable bases that operate as one unit, even if delivered in multiple boxes. Prices with 2 Bases represent adjustable bases that can operate independently or be synchronized.



10 YEAR
WARRANTY



100% USA
ASSEMBLED



ADJUSTABLE BASE
COMPATIBLE



CERTIPUR-US
CERTIFIED

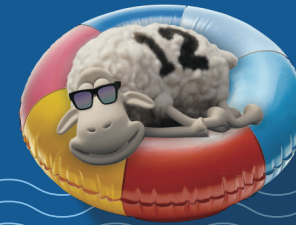
*Purchase select Serta® iComfortPro™ mattresses between April 29, 2025 and May 27, 2025 and receive up to \$625 in mattress savings. Plus save up to \$300 on a qualified baselogic™ adjustable base. Savings offers on the mattresses will vary by model. The maximum \$925 savings applies to any size eligible mattresses with any size baselogic™ Platinum™ adjustable base. These offers may not be applied to previous purchases, cannot be combined with other offers and are only available at participating retailers in the 50 United States and District of Columbia while supplies last. Product availability, pricing and offer dates may vary by retail location. Void where prohibited by law. © 2025 Serta, Inc. All rights reserved. See serta.com for full details.



MEMORIAL DAY SALE

SAVE UP TO ~~\$900~~ \$925

on zoned comfort with Serta® iComfortPro™ mattresses
when paired with select adjustable base sets.*



Ambrose
FIRM
13" Profile



We've included an **EXTRA \$25 OFF** sale pricing for the Serta Counting Sheep's birthday.



PRICES SHOWN REFLECT
EVENT SAVINGS

\$2274

YOU SAVE
\$325

Queen Mattress



FLAT BASE					MATTRESS + ADJUSTABLE BASE OPTIONS							
	MATTRESS		MATTRESS + FOUNDATION		baselogic™ BRONZE UPGRADE		baselogic™ SILVER UPGRADE		baselogic™ GOLD UPGRADE		baselogic™ PLATINUM UPGRADE	
		YOU SAVE		YOU SAVE		YOU SAVE		YOU SAVE		YOU SAVE		YOU SAVE
TWIN XL	\$1,774	\$325	\$2,024	\$325	\$2,053	\$325	\$2,323	\$325	\$2,673	\$325	\$2,873	\$625
QUEEN	\$2,274	\$325	\$2,574	\$325	\$2,573	\$325	\$2,873	\$325	\$3,273	\$325	\$3,473	\$625
KING/ CAL KING*	\$2,974	\$325	\$3,474	\$325	\$3,573	\$325	\$3,973	\$325	\$4,373	\$325	\$4,573	\$625
					1 BASE \$3,532		1 BASE \$4,072		1 BASE \$4,772		1 BASE \$5,172	
					2 BASES		2 BASES		2 BASES		2 BASES	YOU SAVE \$925

*King and Cal King adjustable set prices shown as 1 Base represent adjustable bases that operate as one unit, even if delivered in multiple boxes. Prices with 2 Bases represent adjustable bases that can operate independently or be synchronized.



10 YEAR
WARRANTY



100% USA
ASSEMBLED



ADJUSTABLE BASE
COMPATIBLE



CERTIPUR-US
CERTIFIED

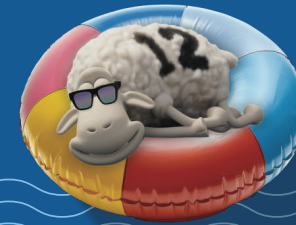
*Purchase select Serta® iComfortPro™ mattresses between April 29, 2025 and May 27, 2025 and receive up to \$625 in mattress savings. Plus save up to \$300 on a qualified baselogic™ adjustable base. Savings offers on the mattresses will vary by model. The maximum \$925 savings applies to any size eligible mattresses with any size baselogic™ Platinum™ adjustable base. These offers may not be applied to previous purchases, cannot be combined with other offers and are only available at participating retailers in the 50 United States and District of Columbia while supplies last. Product availability, pricing and offer dates may vary by retail location. Void where prohibited by law. © 2025 Serta, Inc. All rights reserved. See serta.com for full details.



MEMORIAL DAY SALE

SAVE UP TO ~~\$900~~ \$925

on zoned comfort with Serta® iComfortPro™ mattresses
when paired with select adjustable base sets.*



Ambrose
PLUSH
13" Profile



We've included an **EXTRA \$25 OFF** sale pricing for the Serta Counting Sheep's birthday.



PRICES SHOWN REFLECT
EVENT SAVINGS

\$2274

YOU SAVE
\$325

Queen Mattress



FLAT BASE					MATTRESS + ADJUSTABLE BASE OPTIONS							
	MATTRESS		MATTRESS + FOUNDATION		baselogic™ BRONZE UPGRADE		baselogic™ SILVER UPGRADE		baselogic™ GOLD UPGRADE		baselogic™ PLATINUM UPGRADE	
		YOU SAVE		YOU SAVE		YOU SAVE		YOU SAVE		YOU SAVE		YOU SAVE
TWIN XL	\$1,774	\$325	\$2,024	\$325	\$2,053	\$325	\$2,323	\$325	\$2,673	\$325	\$2,873	\$625
QUEEN	\$2,274	\$325	\$2,574	\$325	\$2,573	\$325	\$2,873	\$325	\$3,273	\$325	\$3,473	\$625
KING/ CAL KING*	\$2,974	\$325	\$3,474	\$325	\$3,573	\$325	\$3,973	\$325	\$4,373	\$325	\$4,573	\$625
					1 BASE \$3,532		1 BASE \$4,072		1 BASE \$4,772		1 BASE \$5,172	
					2 BASES		2 BASES		2 BASES		2 BASES	YOU SAVE \$925

*King and Cal King adjustable set prices shown as 1 Base represent adjustable bases that operate as one unit, even if delivered in multiple boxes. Prices with 2 Bases represent adjustable bases that can operate independently or be synchronized.



10 YEAR
WARRANTY



100% USA
ASSEMBLED



ADJUSTABLE BASE
COMPATIBLE



CERTIPUR-US
CERTIFIED

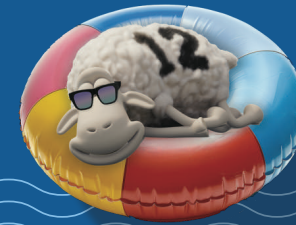
*Purchase select Serta® iComfortPro™ mattresses between April 29, 2025 and May 27, 2025 and receive up to \$625 in mattress savings. Plus save up to \$300 on a qualified baselogic™ adjustable base. Savings offers on the mattresses will vary by model. The maximum \$925 savings applies to any size eligible mattresses with any size baselogic™ Platinum™ adjustable base. These offers may not be applied to previous purchases, cannot be combined with other offers and are only available at participating retailers in the 50 United States and District of Columbia while supplies last. Product availability, pricing and offer dates may vary by retail location. Void where prohibited by law. © 2025 Serta, Inc. All rights reserved. See serta.com for full details.



MEMORIAL DAY SALE

SAVE UP TO ~~\$900~~ \$925

on zoned comfort with Serta® iComfortPro™ mattresses
when paired with select adjustable base sets.*



Dartmouth

**PLUSH
PILLOW TOP**
15" Profile



We've included an **EXTRA \$25 OFF** sale pricing for the Serta Counting Sheep's birthday.



PRICES SHOWN REFLECT
EVENT SAVINGS

\$2574

YOU SAVE
\$425

Queen Mattress



FLAT BASE					MATTRESS + ADJUSTABLE BASE OPTIONS							
	MATTRESS		MATTRESS + FOUNDATION		baselogic™ BRONZE UPGRADE		baselogic™ SILVER UPGRADE		baselogic™ GOLD UPGRADE		baselogic™ PLATINUM UPGRADE	
		YOU SAVE		YOU SAVE		YOU SAVE		YOU SAVE		YOU SAVE		YOU SAVE
TWIN XL	\$2,074	\$425	\$2,324	\$425	\$2,353	\$425	\$2,623	\$425	\$2,973	\$425	\$3,173	\$725
QUEEN	\$2,574	\$425	\$2,874	\$425	\$2,873	\$425	\$3,173	\$425	\$3,573	\$425	\$3,773	\$725
KING/ CAL KING*	\$3,274	\$425	\$3,774	\$425	\$3,873	\$425	\$4,273	\$425	\$4,673	\$425	\$4,873	\$725
					1 BASE \$3,832		1 BASE \$4,372		1 BASE \$5,072		1 BASE \$5,472	
					2 BASES		2 BASES		2 BASES		2 BASES	YOU SAVE \$1,025

*King and Cal King adjustable set prices shown as 1 Base represent adjustable bases that operate as one unit, even if delivered in multiple boxes. Prices with 2 Bases represent adjustable bases that can operate independently or be synchronized.



10 YEAR
WARRANTY



100% USA
ASSEMBLED



ADJUSTABLE BASE
COMPATIBLE



CERTIPUR-US
CERTIFIED

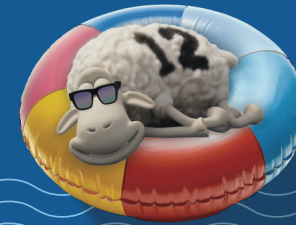
*Purchase select Serta® iComfortPro™ mattresses between April 29, 2025 and May 27, 2025 and receive up to \$625 in mattress savings. Plus save up to \$300 on a qualified baselogic™ adjustable base. Savings offers on the mattresses will vary by model. The maximum \$925 savings applies to any size eligible mattresses with any size baselogic™ Platinum™ adjustable base. These offers may not be applied to previous purchases, cannot be combined with other offers and are only available at participating retailers in the 50 United States and District of Columbia while supplies last. Product availability, pricing and offer dates may vary by retail location. Void where prohibited by law. © 2025 Serta, Inc. All rights reserved. See serta.com for full details.



MEMORIAL DAY SALE

SAVE UP TO ~~\$900~~ \$925

on zoned comfort with Serta® iComfortPro™ mattresses
when paired with select adjustable base sets.*



Kingston
FIRM
14" Profile



We've included an **EXTRA \$25 OFF** sale pricing for the Serta Counting Sheep's birthday.



PRICES SHOWN REFLECT
EVENT SAVINGS

\$3374

YOU SAVE
\$625

Queen Mattress



FLAT BASE					MATTRESS + ADJUSTABLE BASE OPTIONS							
MATTRESS		MATTRESS + FOUNDATION			baselogic™ BRONZE UPGRADE		baselogic™ SILVER UPGRADE		baselogic™ GOLD UPGRADE		baselogic™ PLATINUM UPGRADE	
TWIN XL	\$2,874	YOU SAVE \$625	\$3,124	YOU SAVE \$625	\$3,153	YOU SAVE \$625	\$3,423	YOU SAVE \$625	\$3,773	YOU SAVE \$625	\$3,973	YOU SAVE \$925
QUEEN	\$3,374	YOU SAVE \$625	\$3,674	YOU SAVE \$625	\$3,673	YOU SAVE \$625	\$3,973	YOU SAVE \$625	\$4,373	YOU SAVE \$625	\$4,573	YOU SAVE \$925
KING/ CAL KING*	\$4,074	YOU SAVE \$625	\$4,574	YOU SAVE \$625	\$4,673	YOU SAVE \$625	\$5,073	YOU SAVE \$625	\$5,473	YOU SAVE \$625	\$5,673	YOU SAVE \$925
					1 BASE \$4,632		1 BASE \$5,172		1 BASE \$5,872		1 BASE \$6,272	YOU SAVE \$925
					2 BASES		2 BASES		2 BASES		2 BASES	YOU SAVE \$1,225

*King and Cal King adjustable set prices shown as 1 Base represent adjustable bases that operate as one unit, even if delivered in multiple boxes. Prices with 2 Bases represent adjustable bases that can operate independently or be synchronized.

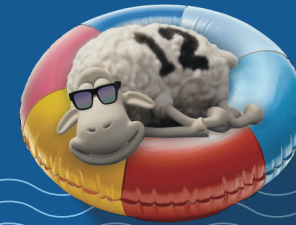


*Purchase select Serta® iComfortPro™ mattresses between April 29, 2025 and May 27, 2025 and receive up to \$625 in mattress savings. Plus save up to \$300 on a qualified baselogic™ adjustable base. Savings offers on the mattresses will vary by model. The maximum \$925 savings applies to any size eligible mattresses with any size baselogic™ Platinum™ adjustable base. These offers may not be applied to previous purchases, cannot be combined with other offers and are only available at participating retailers in the 50 United States and District of Columbia while supplies last. Product availability, pricing and offer dates may vary by retail location. Void where prohibited by law. © 2025 Serta, Inc. All rights reserved. See serta.com for full details.



MEMORIAL DAY SALE
SAVE UP TO ~~\$900~~ \$925

on zoned comfort with Serta® iComfortPro™ mattresses
when paired with select adjustable base sets.*



Canterbury
PLUSH
15" Profile



We've included an **EXTRA \$25 OFF** sale pricing for the Serta Counting Sheep's birthday.



PRICES SHOWN REFLECT
EVENT SAVINGS

\$3874

**YOU SAVE
\$625**

Queen Mattress



FLAT BASE					MATTRESS + ADJUSTABLE BASE OPTIONS							
	MATTRESS		MATTRESS + FOUNDATION		baselogic™ BRONZE UPGRADE		baselogic™ SILVER UPGRADE		baselogic™ GOLD UPGRADE		baselogic™ PLATINUM UPGRADE	
TWIN XL	\$3,374	YOU SAVE \$625	\$3,624	YOU SAVE \$625	\$3,653	YOU SAVE \$625	\$3,923	YOU SAVE \$625	\$4,273	YOU SAVE \$625	\$4,473	YOU SAVE \$925
QUEEN	\$3,874	YOU SAVE \$625	\$4,174	YOU SAVE \$625	\$4,173	YOU SAVE \$625	\$4,473	YOU SAVE \$625	\$4,873	YOU SAVE \$625	\$5,073	YOU SAVE \$925
KING/ CAL KING*	\$4,574	YOU SAVE \$625	\$5,074	YOU SAVE \$625	\$5,173	YOU SAVE \$625	\$5,573	YOU SAVE \$625	\$5,973	YOU SAVE \$625	\$6,173	YOU SAVE \$925
					1 BASE \$5,132		1 BASE \$5,672		1 BASE \$6,372		1 BASE \$6,772	YOU SAVE \$925
					2 BASES		2 BASES		2 BASES		2 BASES	YOU SAVE \$1,225

*King and Cal King adjustable set prices shown as 1 Base represent adjustable bases that operate as one unit, even if delivered in multiple boxes. Prices with 2 Bases represent adjustable bases that can operate independently or be synchronized.



10 YEAR
WARRANTY



100% USA
ASSEMBLED



ADJUSTABLE BASE
COMPATIBLE



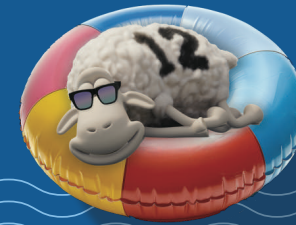
CERTIPUR-US
CERTIFIED

*Purchase select Serta® iComfortPro™ mattresses between April 29, 2025 and May 27, 2025 and receive up to \$625 in mattress savings. Plus save up to \$300 on a qualified baselogic™ adjustable base. Savings offers on the mattresses will vary by model. The maximum \$925 savings applies to any size eligible mattresses with any size baselogic™ Platinum™ adjustable base. These offers may not be applied to previous purchases, cannot be combined with other offers and are only available at participating retailers in the 50 United States and District of Columbia while supplies last. Product availability, pricing and offer dates may vary by retail location. Void where prohibited by law. © 2025 Serta, Inc. All rights reserved. See serta.com for full details.



MEMORIAL DAY SALE
SAVE UP TO ~~\$900~~ \$925

on zoned comfort with Serta® iComfortPro™ mattresses
when paired with select adjustable base sets.*



Buckingham
PLUSH
PILLOW TOP
16" Profile



We've included an **EXTRA \$25 OFF** sale pricing for the Serta Counting Sheep's birthday.



PRICES SHOWN REFLECT
EVENT SAVINGS

\$4374

YOU SAVE
\$625

Queen Mattress



	FLAT BASE			
	MATTRESS		MATTRESS + FOUNDATION	
TWIN XL	\$3,874	YOU SAVE \$625	\$4,124	YOU SAVE \$625
QUEEN	\$4,374	YOU SAVE \$625	\$4,674	YOU SAVE \$625
KING/ CAL KING*	\$5,074	YOU SAVE \$625	\$5,574	YOU SAVE \$625

MATTRESS + ADJUSTABLE BASE OPTIONS											
baselogic™ BRONZE UPGRADE		baselogic™ SILVER UPGRADE		baselogic™ GOLD UPGRADE		baselogic™ PLATINUM UPGRADE					
\$4,153	YOU SAVE \$625	\$4,423	YOU SAVE \$625	\$4,773	YOU SAVE \$625	\$4,973	YOU SAVE \$925				
\$4,673	YOU SAVE \$625	\$4,973	YOU SAVE \$625	\$5,373	YOU SAVE \$625	\$5,573	YOU SAVE \$925				
\$5,673	YOU SAVE \$625	\$6,073	YOU SAVE \$625	\$6,473	YOU SAVE \$625	\$6,673	YOU SAVE \$925				
1 BASE		1 BASE		1 BASE		1 BASE					
\$5,632	YOU SAVE \$625	\$6,172	YOU SAVE \$625	\$6,872	YOU SAVE \$625	\$7,272	YOU SAVE \$1,225				
2 BASES		2 BASES		2 BASES		2 BASES					

*King and Cal King adjustable set prices shown as 1 Base represent adjustable bases that operate as one unit, even if delivered in multiple boxes. Prices with 2 Bases represent adjustable bases that can operate independently or be synchronized.



10 YEAR
WARRANTY



100% USA
ASSEMBLED



ADJUSTABLE BASE
COMPATIBLE



CERTIPUR-US
CERTIFIED

*Purchase select Serta® iComfortPro™ mattresses between April 29, 2025 and May 27, 2025 and receive up to \$625 in mattress savings. Plus save up to \$300 on a qualified baselogic™ adjustable base. Savings offers on the mattresses will vary by model. The maximum \$925 savings applies to any size eligible mattresses with any size baselogic™ Platinum™ adjustable base. These offers may not be applied to previous purchases, cannot be combined with other offers and are only available at participating retailers in the 50 United States and District of Columbia while supplies last. Product availability, pricing and offer dates may vary by retail location. Void where prohibited by law. © 2025 Serta, Inc. All rights reserved. See serta.com for full details.