Serta BLACK FRIDAY MATTRESS SALE

Serta iSERIESNXG™

SAVE UP TO $700

on Serta® iSeries® NXG™ mattresses when paired with select adjustable sets.*

1000 Hybrid
MEDIUM 12"

PRICES SHOWN REFLECT EVENT SAVINGS

EXTRA FIRM | FIRM | **MEDIUM** | PLUSH | ULTRA PLUSH

LIMITED TIME ONLY!
PRICES SO LOW...
IT'S SHOCKING!!!

$1699

Queen Mattress | **YOU SAVE $300**

Available in split head queen & king sizes

	MATTRESS + FLAT BASE		MATTRESS + ADJUSTABLE BASE OPTIONS					SPLIT-HEAD OPTIONS	
	YOU SAVE $300		YOU SAVE $300				YOU SAVE $600**	YOU SAVE $300	
	MATTRESS	MATTRESS + FOUNDATION	baselogic® BRONZE UPGRADE	baselogic® SILVER UPGRADE	baselogic® GOLD UPGRADE	baselogic® PEARL UPGRADE	baselogic® PLATINUM UPGRADE	SPLIT-HEAD MATTRESS	SPLIT-HEAD MATTRESS + baselogic® GOLD
TWIN XL	$1,399	$1,579	$1,678	$1,948	$2,298	$2,598	$2,498	--	--
FULL	$1,549	$1,769	$1,848	$2,148	$2,548	$2,848	$2,748	--	--
QUEEN	$1,699	$1,919	$1,998	$2,298	$2,698	$2,998	$2,898	$2,299	$3,698 SPLIT HEAD BASE
KING/ CAL KING†	$2,399	$2,759	$2,998 1 BASE $2,957 2 BASES	$3,398 1 BASE $3,497 2 BASES	$3,798 1 BASE $4,197 2 BASES	$4,098 1 BASE $4,797 2 BASES	$3,998 1 BASE $4,597** 2 BASES	$2,999	$4,798 SPLIT HEAD BASE

†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 | MADE IN THE U.S.A. WITH GLOBAL COMPONENTS | ADJUSTABLE BASE COMPATIBLE | CERTIPUR-US® CERTIFIED

*Purchase select Serta® iSeries® NXG™ mattresses between November 3, 2026 – December 1, 2026, and receive up to $400 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 $700 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. © 2026 Serta, Inc. All rights reserved. See serta.com for full details.

**You save $900 on King/Cal King baselogic® Platinum 2 base set.

Serta BLACK FRIDAY MATTRESS SALE

Serta iSERIESNXG™

SAVE UP TO $700

on Serta® iSeries® NXG™ mattresses when paired with select adjustable sets.*

1500 Hybrid
FIRM 12"

PRICES SHOWN REFLECT EVENT SAVINGS

EXTRA FIRM | **FIRM** | MEDIUM | PLUSH | ULTRA PLUSH

LIMITED TIME ONLY!
PRICES SO LOW...
IT'S SHOCKING!!!

$1899

Queen Mattress | **YOU SAVE $300**

Available in split head queen & king sizes

	MATTRESS + FLAT BASE		MATTRESS + ADJUSTABLE BASE OPTIONS					SPLIT-HEAD OPTIONS	
	YOU SAVE $300		YOU SAVE $300				YOU SAVE $600**	YOU SAVE $300	
	MATTRESS	MATTRESS + FOUNDATION	baselogic® BRONZE UPGRADE	baselogic® SILVER UPGRADE	baselogic® GOLD UPGRADE	baselogic® PEARL UPGRADE	baselogic® PLATINUM UPGRADE	SPLIT-HEAD MATTRESS	SPLIT-HEAD MATTRESS + baselogic® GOLD
TWIN XL	$1,599	$1,779	$1,878	$2,148	$2,498	$2,798	$2,698	--	--
FULL	$1,749	$1,969	$2,048	$2,348	$2,748	$3,048	$2,948	--	--
QUEEN	$1,899	$2,119	$2,198	$2,498	$2,898	$3,198	$3,098	$2,499	$3,898 SPLIT HEAD BASE
KING/ CAL KING†	$2,599	$2,959	$3,198 1 BASE $3,157 2 BASES	$3,598 1 BASE $3,697 2 BASES	$3,998 1 BASE $4,397 2 BASES	$4,298 1 BASE $4,997 2 BASES	$4,198 1 BASE $4,797** 2 BASES	$3,199	$4,998 SPLIT HEAD BASE

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Serta BLACK FRIDAY MATTRESS SALE

Serta iSERIESNXG™

SAVE UP TO $700

on Serta® iSeries® NXG™ mattresses when paired with select adjustable sets.*

2500 Hybrid
MEDIUM 12.5"

PRICES SHOWN REFLECT EVENT SAVINGS

EXTRA FIRM | FIRM | **MEDIUM** | PLUSH | ULTRA PLUSH

LIMITED TIME ONLY!
PRICES SO LOW...
IT'S SHOCKING!!!

$2199

Queen Mattress | **YOU SAVE $300**

Available in split head queen & king sizes

	MATTRESS + FLAT BASE		MATTRESS + ADJUSTABLE BASE OPTIONS					SPLIT-HEAD OPTIONS	
	YOU SAVE $300		YOU SAVE $300				YOU SAVE $600**	YOU SAVE $300	
	MATTRESS	MATTRESS + FOUNDATION	baselogic® BRONZE UPGRADE	baselogic® SILVER UPGRADE	baselogic® GOLD UPGRADE	baselogic® PEARL UPGRADE	baselogic® PLATINUM UPGRADE	SPLIT-HEAD MATTRESS	SPLIT-HEAD MATTRESS + baselogic® GOLD
TWIN XL	$1,899	$2,079	$2,178	$2,448	$2,798	$3,098	$2,998	--	--
FULL	$2,049	$2,269	$2,348	$2,648	$3,048	$3,348	$3,248	--	--
QUEEN	$2,199	$2,419	$2,498	$2,798	$3,198	$3,498	$3,398	$2,799	$4,198 SPLIT HEAD BASE
KING/ CAL KING†	$2,899	$3,259	$3,498 1 BASE $3,457 2 BASES	$3,898 1 BASE $3,997 2 BASES	$4,298 1 BASE $4,697 2 BASES	$4,598 1 BASE $5,297 2 BASES	$4,498 1 BASE $5,097** 2 BASES	$3,499	$5,298 SPLIT HEAD BASE

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**You save $900 on King/Cal King baselogic® Platinum 2 base set.

Serta BLACK FRIDAY MATTRESS SALE

Serta iSERIESNXG™

SAVE UP TO $700

on Serta® iSeries® NXG™ mattresses when paired with select adjustable sets.*

2500 Hybrid
PLUSH 12.5"

PRICES SHOWN REFLECT EVENT SAVINGS

EXTRA FIRM | FIRM | MEDIUM | **PLUSH** | ULTRA PLUSH

LIMITED TIME ONLY!
PRICES SO LOW...
IT'S SHOCKING!!!

$2199

Queen Mattress | **YOU SAVE $300**

Available in split head queen & king sizes

	MATTRESS + FLAT BASE		MATTRESS + ADJUSTABLE BASE OPTIONS					SPLIT-HEAD OPTIONS	
	YOU SAVE $300		YOU SAVE $300				YOU SAVE $600**	YOU SAVE $300	
	MATTRESS	MATTRESS + FOUNDATION	baselogic® BRONZE UPGRADE	baselogic® SILVER UPGRADE	baselogic® GOLD UPGRADE	baselogic® PEARL UPGRADE	baselogic® PLATINUM UPGRADE	SPLIT-HEAD MATTRESS	SPLIT-HEAD MATTRESS + baselogic® GOLD
TWIN XL	$1,899	$2,079	$2,178	$2,448	$2,798	$3,098	$2,998	--	--
FULL	$2,049	$2,269	$2,348	$2,648	$3,048	$3,348	$3,248	--	--
QUEEN	$2,199	$2,419	$2,498	$2,798	$3,198	$3,498	$3,398	$2,799	$4,198 SPLIT HEAD BASE
KING/ CAL KING†	$2,899	$3,259	$3,498 1 BASE $3,457 2 BASES	$3,898 1 BASE $3,997 2 BASES	$4,298 1 BASE $4,697 2 BASES	$4,598 1 BASE $5,297 2 BASES	$4,498 1 BASE $5,097** 2 BASES	$3,499	$5,298 SPLIT HEAD BASE

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**You save $900 on King/Cal King baselogic® Platinum 2 base set.

Serta BLACK FRIDAY MATTRESS SALE

Serta iSERIESNXG™

SAVE UP TO $700

on Serta® iSeries® NXG™ mattresses when paired with select adjustable sets.*

3500 Hybrid
FIRM 13.5"

PRICES SHOWN REFLECT EVENT SAVINGS

EXTRA FIRM | **FIRM** | MEDIUM | PLUSH | ULTRA PLUSH

LIMITED TIME ONLY!
PRICES SO LOW...
IT'S SHOCKING!!!

$2599

Queen Mattress | **YOU SAVE $300**

	MATTRESS + FLAT BASE		MATTRESS + ADJUSTABLE BASE OPTIONS				
	YOU SAVE $300		YOU SAVE $300				YOU SAVE $600**
	MATTRESS	MATTRESS + FOUNDATION	baselogic® BRONZE UPGRADE	baselogic® SILVER UPGRADE	baselogic® GOLD UPGRADE	baselogic® PEARL UPGRADE	baselogic® PLATINUM UPGRADE
TWIN XL	$2,299	$2,479	$2,578	$2,848	$3,198	$3,498	$3,398
FULL	$2,449	$2,669	$2,748	$3,048	$3,448	$3,748	$3,648
QUEEN	$2,599	$2,819	$2,898	$3,198	$3,598	$3,898	$3,798
KING/ CAL KING†	$3,299	$3,659	$3,898 1 BASE $3,857 2 BASES	$4,298 1 BASE $4,397 2 BASES	$4,698 1 BASE $5,097 2 BASES	$4,998 1 BASE $5,697 2 BASES	$4,898 1 BASE $5,497** 2 BASES

Available in split head queen & king sizes

SPLIT-HEAD OPTIONS	
YOU SAVE $300	
SPLIT-HEAD MATTRESS	SPLIT-HEAD MATTRESS + baselogic® GOLD
--	--
--	--
$3,199	$4,598 SPLIT HEAD BASE
$3,899	$5,698 SPLIT HEAD BASE

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**You save $900 on King/Cal King baselogic® Platinum 2 base set.

Serta BLACK FRIDAY MATTRESS SALE

Serta iSERIESNXG™

SAVE UP TO $700

on Serta® iSeries® NXG™ mattresses when paired with select adjustable sets.*

3500 Hybrid
MEDIUM 13.5"

PRICES SHOWN REFLECT EVENT SAVINGS

EXTRA FIRM | FIRM | **MEDIUM** | PLUSH | ULTRA PLUSH

LIMITED TIME ONLY!
PRICES SO LOW...
IT'S SHOCKING!!!

$2599

Queen Mattress | **YOU SAVE $300**

Available in split head queen & king sizes

	MATTRESS + FLAT BASE		MATTRESS + ADJUSTABLE BASE OPTIONS					SPLIT-HEAD OPTIONS	
	YOU SAVE $300		YOU SAVE $300				YOU SAVE $600**	YOU SAVE $300	
	MATTRESS	MATTRESS + FOUNDATION	baselogic® BRONZE UPGRADE	baselogic® SILVER UPGRADE	baselogic® GOLD UPGRADE	baselogic® PEARL UPGRADE	baselogic® PLATINUM UPGRADE	SPLIT-HEAD MATTRESS	SPLIT-HEAD MATTRESS + baselogic® GOLD
TWIN XL	$2,299	$2,479	$2,578	$2,848	$3,198	$3,498	$3,398	--	--
FULL	$2,449	$2,669	$2,748	$3,048	$3,448	$3,748	$3,648	--	--
QUEEN	$2,599	$2,819	$2,898	$3,198	$3,598	$3,898	$3,798	$3,199	$4,598 SPLIT HEAD BASE
KING/ CAL KING†	$3,299	$3,659	$3,898 1 BASE $3,857 2 BASES	$4,298 1 BASE $4,397 2 BASES	$4,698 1 BASE $5,097 2 BASES	$4,998 1 BASE $5,697 2 BASES	$4,898 1 BASE $5,497** 2 BASES	$3,899	$5,698 SPLIT HEAD BASE

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**You save $900 on King/Cal King baselogic® Platinum 2 base set.

Serta BLACK FRIDAY MATTRESS SALE

Serta iSERIESNXG™

SAVE UP TO $700

on Serta® iSeries® NXG™ mattresses when paired with select adjustable sets.*

4500 Hybrid
PLUSH 13.5"

PRICES SHOWN REFLECT EVENT SAVINGS

EXTRA FIRM | FIRM | MEDIUM | **PLUSH** | ULTRA PLUSH

LIMITED TIME ONLY!
PRICES SO LOW...
IT'S SHOCKING!!!

$2799

Queen Mattress | **YOU SAVE $400**

Available in split head queen & king sizes

	MATTRESS + FLAT BASE		MATTRESS + ADJUSTABLE BASE OPTIONS					SPLIT-HEAD OPTIONS	
	YOU SAVE $400		YOU SAVE $400				YOU SAVE $700**	YOU SAVE $400	
	MATTRESS	MATTRESS + FOUNDATION	baselogic® BRONZE UPGRADE	baselogic® SILVER UPGRADE	baselogic® GOLD UPGRADE	baselogic® PEARL UPGRADE	baselogic® PLATINUM UPGRADE	SPLIT-HEAD MATTRESS	SPLIT-HEAD MATTRESS + baselogic® GOLD
TWIN XL	$2,499	$2,679	$2,778	$3,048	$3,398	$3,698	$3,598	--	--
FULL	$2,649	$2,869	$2,948	$3,248	$3,648	$3,948	$3,848	--	--
QUEEN	$2,799	$3,019	$3,098	$3,398	$3,798	$4,098	$3,998	$3,399	$4,798 SPLIT HEAD BASE
KING/ CAL KING†	$3,499	$3,859	$4,098 1 BASE $4,057 2 BASES	$4,498 1 BASE $4,597 2 BASES	$4,898 1 BASE $5,297 2 BASES	$5,198 1 BASE $5,897 2 BASES	$5,098 1 BASE $5,697** 2 BASES	$4,099	$5,898 SPLIT HEAD BASE

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**You save $1000 on King/Cal King baselogic® Platinum 2 base set.

Serta BLACK FRIDAY MATTRESS SALE

Serta iSERIESNXG™

SAVE UP TO $700

on Serta® iSeries® NXG™ mattresses when paired with select adjustable sets.*

1500 All-Foam
LUXURY FIRM 12"

PRICES SHOWN REFLECT EVENT SAVINGS

EXTRA FIRM | **FIRM** | MEDIUM | PLUSH | ULTRA PLUSH

LIMITED TIME ONLY!
PRICES SO LOW...
IT'S SHOCKING!!!

$1899

Queen Mattress | **YOU SAVE $300**



	MATTRESS + FLAT BASE		MATTRESS + ADJUSTABLE BASE OPTIONS				
	YOU SAVE $300		YOU SAVE $300				YOU SAVE $600**
	MATTRESS	MATTRESS + FOUNDATION	baselogic® BRONZE UPGRADE	baselogic® SILVER UPGRADE	baselogic® GOLD UPGRADE	baselogic® PEARL UPGRADE	baselogic® PLATINUM UPGRADE
TWIN XL	$1,599	$1,779	$1,878	$2,148	$2,498	$2,798	$2,698
FULL	$1,749	$1,969	$2,048	$2,348	$2,748	$3,048	$2,948
QUEEN	$1,899	$2,119	$2,198	$2,498	$2,898	$3,198	$3,098
KING/ CAL KING†	$2,599	$2,959	$3,198 (1 BASE) $3,157 (2 BASES)	$3,598 (1 BASE) $3,697 (2 BASES)	$3,998 (1 BASE) $4,397 (2 BASES)	$4,298 (1 BASE) $4,997 (2 BASES)	$4,198 (1 BASE) $4,797** (2 BASES)

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Serta BLACK FRIDAY MATTRESS SALE

Serta iSERIESNXG™

SAVE UP TO $700

on Serta® iSeries® NXG™ mattresses when paired with select adjustable sets.*

2500 All-Foam
PLUSH 12.5"

PRICES SHOWN REFLECT EVENT SAVINGS

EXTRA FIRM | FIRM | MEDIUM | **PLUSH** | ULTRA PLUSH

LIMITED TIME ONLY!
PRICES SO LOW...
IT'S SHOCKING!!!

$2199

Queen Mattress | **YOU SAVE $300**



	MATTRESS + FLAT BASE		MATTRESS + ADJUSTABLE BASE OPTIONS				
	YOU SAVE $300		YOU SAVE $300				YOU SAVE $600**
	MATTRESS	MATTRESS + FOUNDATION	baselogic® BRONZE UPGRADE	baselogic® SILVER UPGRADE	baselogic® GOLD UPGRADE	baselogic® PEARL UPGRADE	baselogic® PLATINUM UPGRADE
TWIN XL	$1,899	$2,079	$2,178	$2,448	$2,798	$3,098	$2,998
FULL	$2,049	$2,269	$2,348	$2,648	$3,048	$3,348	$3,248
QUEEN	$2,199	$2,419	$2,498	$2,798	$3,198	$3,498	$3,398
KING/ CAL KING†	$2,899	$3,259	$3,498 (1 BASE) $3,457 (2 BASES)	$3,898 (1 BASE) $3,997 (2 BASES)	$4,298 (1 BASE) $4,697 (2 BASES)	$4,598 (1 BASE) $5,297 (2 BASES)	$4,498 (1 BASE) $5,097** (2 BASES)

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**You save $900 on King/Cal King baselogic® Platinum 2 base set.

Serta BLACK FRIDAY MATTRESS SALE

Serta iSERIESNXG™

SAVE UP TO $700

on Serta® iSeries® NXG™ mattresses when paired with select adjustable sets.*

3500 All-Foam
MEDIUM 13.5"

PRICES SHOWN REFLECT EVENT SAVINGS

EXTRA FIRM | FIRM | **MEDIUM** | PLUSH | ULTRA PLUSH

LIMITED TIME ONLY!
PRICES SO LOW...
IT'S SHOCKING!!!

$2599

Queen Mattress | **YOU SAVE $300**

Available in split head queen & king sizes

	MATTRESS + FLAT BASE		MATTRESS + ADJUSTABLE BASE OPTIONS					SPLIT-HEAD OPTIONS	
	YOU SAVE $300		YOU SAVE $300				YOU SAVE $600**	YOU SAVE $300	
	MATTRESS	MATTRESS + FOUNDATION	baselogic® BRONZE UPGRADE	baselogic® SILVER UPGRADE	baselogic® GOLD UPGRADE	baselogic® PEARL UPGRADE	baselogic® PLATINUM UPGRADE	SPLIT-HEAD MATTRESS	SPLIT-HEAD MATTRESS + baselogic® GOLD
TWIN XL	$2,299	$2,479	$2,578	$2,848	$3,198	$3,498	$3,398	--	--
FULL	$2,449	$2,669	$2,748	$3,048	$3,448	$3,748	$3,648	--	--
QUEEN	$2,599	$2,819	$2,898	$3,198	$3,598	$3,898	$3,798	$3,199	$4,598 SPLIT HEAD BASE
KING/ CAL KING†	$3,299	$3,659	$3,898 1 BASE $3,857 2 BASES	$4,298 1 BASE $4,397 2 BASES	$4,698 1 BASE $5,097 2 BASES	$4,998 1 BASE $5,697 2 BASES	$4,898 1 BASE $5,497** 2 BASES	$3,899	$5,698 SPLIT HEAD BASE

†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 | MADE IN THE U.S.A. WITH GLOBAL COMPONENTS | ADJUSTABLE BASE COMPATIBLE | CERTIPUR-US® CERTIFIED

*Purchase select Serta® iSeries® NXG™ mattresses between November 3, 2026 – December 1, 2026, and receive up to $400 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 $700 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. © 2026 Serta, Inc. All rights reserved. See serta.com for full details.

**You save $900 on King/Cal King baselogic® Platinum 2 base set.

Serta BLACK FRIDAY MATTRESS SALE

Serta iSERIESNXG™

SAVE UP TO $700

on Serta® iSeries® NXG™ mattresses when paired with select adjustable sets.*

4500 All-Foam
ULTRA PLUSH 13.5"

PRICES SHOWN REFLECT EVENT SAVINGS

EXTRA FIRM — FIRM — MEDIUM — PLUSH — **ULTRA PLUSH**

LIMITED TIME ONLY!
PRICES SO LOW...
IT'S SHOCKING!!!

$2799

Queen Mattress | **YOU SAVE $400**

Available in split head queen & king sizes

	MATTRESS + FLAT BASE		MATTRESS + ADJUSTABLE BASE OPTIONS					SPLIT-HEAD OPTIONS	
	YOU SAVE $400		YOU SAVE $400				YOU SAVE $700**	YOU SAVE $400	
	MATTRESS	MATTRESS + FOUNDATION	baselogic® BRONZE UPGRADE	baselogic® SILVER UPGRADE	baselogic® GOLD UPGRADE	baselogic® PEARL UPGRADE	baselogic® PLATINUM UPGRADE	SPLIT-HEAD MATTRESS	SPLIT-HEAD MATTRESS + baselogic® GOLD
TWIN XL	$2,499	$2,679	$2,778	$3,048	$3,398	$3,698	$3,598	--	--
FULL	$2,649	$2,869	$2,948	$3,248	$3,648	$3,948	$3,848	--	--
QUEEN	$2,799	$3,019	$3,098	$3,398	$3,798	$4,098	$3,998	$3,399	$4,798 SPLIT HEAD BASE
KING/ CAL KING†	$3,499	$3,859	$4,098 1 BASE $4,057 2 BASES	$4,498 1 BASE $4,597 2 BASES	$4,898 1 BASE $5,297 2 BASES	$5,198 1 BASE $5,897 2 BASES	$5,098 1 BASE $5,697** 2 BASES	$4,099	$5,898 SPLIT HEAD BASE

†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.

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**You save $1000 on King/Cal King baselogic® Platinum 2 base set.