Serta BLACK FRIDAY MATTRESS SALE

Serta iCOMFORTPRO™

SAVE UP TO $900

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

Granby

EXTRA FIRM

11.5" Profile

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	$1,399	$1,649	$1,678	$1,948	$2,298	$2,598	$2,498
QUEEN	$1,899	$2,199	$2,198	$2,498	$2,898	$3,198	$3,098
KING/ CAL KING†	$2,599	$3,099	$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

†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® iComfortPro™ mattresses between November 3, 2026 – December 1, 2026, and receive up to $600 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 $900 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 iCOMFORTPRO™

SAVE UP TO $900

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

Chelsea

MEDIUM

12" Profile

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	$1,699	$1,949	$1,978	$2,248	$2,598	$2,898	$2,798
QUEEN	$2,199	$2,499	$2,498	$2,798	$3,198	$3,498	$3,398
KING/ CAL KING†	$2,899	$3,399	$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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10 YEAR WARRANTY | MADE IN THE U.S.A. WITH GLOBAL COMPONENTS | ADJUSTABLE BASE COMPATIBLE | CERTIPUR-US® CERTIFIED

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

Serta BLACK FRIDAY MATTRESS SALE

Serta iCOMFORTPRO™

SAVE UP TO $900

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

Ambrose

FIRM

13" Profile

PRICES SHOWN REFLECT EVENT SAVINGS

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

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

$2499

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	$1,999	$2,249	$2,278	$2,548	$2,898	$3,198	$3,098
QUEEN	$2,499	$2,799	$2,798	$3,098	$3,498	$3,798	$3,698
KING/ CAL KING†	$3,199	$3,699	$3,798 1 BASE $3,757 2 BASES	$4,198 1 BASE $4,297 2 BASES	$4,598 1 BASE $4,997 2 BASES	$4,898 1 BASE $5,597 2 BASES	$4,798 1 BASE $5,397** 2 BASES

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

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

Serta BLACK FRIDAY MATTRESS SALE

Serta iCOMFORTPRO™

SAVE UP TO $900

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

Ambrose

PLUSH

13" Profile

PRICES SHOWN REFLECT EVENT SAVINGS

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

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

$2499

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	$1,999	$2,249	$2,278	$2,548	$2,898	$3,198	$3,098
QUEEN	$2,499	$2,799	$2,798	$3,098	$3,498	$3,798	$3,698
KING/ CAL KING†	$3,199	$3,699	$3,798 $3,757	$4,198 $4,297	$4,598 $4,997	$4,898 $5,597	$4,798 $5,397**

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

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

Serta BLACK FRIDAY MATTRESS SALE

Serta iCOMFORTPRO™

SAVE UP TO $900

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

Dartmouth

PLUSH PILLOW TOP

15" Profile

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**



	MATTRESS + FLAT BASE		MATTRESS + ADJUSTABLE BASE OPTIONS				
	YOU SAVE $400		YOU SAVE $400				YOU SAVE $700**
	MATTRESS	MATTRESS + FOUNDATION	baselogic® BRONZE UPGRADE	baselogic® SILVER UPGRADE	baselogic® GOLD UPGRADE	baselogic® PEARL UPGRADE	baselogic® PLATINUM UPGRADE
TWIN XL	$2,299	$2,549	$2,578	$2,848	$3,198	$3,498	$3,398
QUEEN	$2,799	$3,099	$3,098	$3,398	$3,798	$4,098	$3,998
KING/ CAL KING†	$3,499	$3,999	$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

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10 YEAR WARRANTY

MADE IN THE U.S.A. WITH GLOBAL COMPONENTS

ADJUSTABLE BASE COMPATIBLE

CERTIPUR-US® CERTIFIED

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**You save $1,000 on King/Cal King baselogic® Platinum 2 base set.

Serta BLACK FRIDAY MATTRESS SALE

Serta iCOMFORTPRO™

SAVE UP TO $900

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

Kingston

FIRM

14" Profile

PRICES SHOWN REFLECT EVENT SAVINGS

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

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

$3599

Queen Mattress | **YOU SAVE $600**



	MATTRESS + FLAT BASE		MATTRESS + ADJUSTABLE BASE OPTIONS				
	YOU SAVE $600		YOU SAVE $600				YOU SAVE $900**
	MATTRESS	MATTRESS + FOUNDATION	baselogic® BRONZE UPGRADE	baselogic® SILVER UPGRADE	baselogic® GOLD UPGRADE	baselogic® PEARL UPGRADE	baselogic® PLATINUM UPGRADE
TWIN XL	$3,099	$3,349	$3,378	$3,648	$3,998	$4,298	$4,198
QUEEN	$3,599	$3,899	$3,898	$4,198	$4,598	$4,898	$4,798
KING/ CAL KING†	$4,399	$4,899	$4,998 1 BASE $4,957 2 BASES	$5,398 1 BASE $5,497 2 BASES	$5,798 1 BASE $6,197 2 BASES	$6,098 1 BASE $6,797 2 BASES	$5,998 1 BASE $6,597** 2 BASES

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

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**You save $1,200 on King/Cal King baselogic® Platinum 2 base set.

Serta BLACK FRIDAY MATTRESS SALE

Serta iCOMFORTPRO™

SAVE UP TO $900

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

Canterbury

PLUSH

15" Profile

PRICES SHOWN REFLECT EVENT SAVINGS

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

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

$4099

Queen Mattress | **YOU SAVE $600**



	MATTRESS + FLAT BASE		MATTRESS + ADJUSTABLE BASE OPTIONS				
	YOU SAVE $600		YOU SAVE $600				YOU SAVE $900**
	MATTRESS	MATTRESS + FOUNDATION	baselogic® BRONZE UPGRADE	baselogic® SILVER UPGRADE	baselogic® GOLD UPGRADE	baselogic® PEARL UPGRADE	baselogic® PLATINUM UPGRADE
TWIN XL	$3,599	$3,849	$3,878	$4,148	$4,498	$4,798	$4,698
QUEEN	$4,099	$4,399	$4,398	$4,698	$5,098	$5,398	$5,298
KING/ CAL KING†	$4,899	$5,399	$5,498 1 BASE $5,457 2 BASES	$5,898 1 BASE $5,997 2 BASES	$6,298 1 BASE $6,697 2 BASES	$6,598 1 BASE $7,297 2 BASES	$6,498 1 BASE $7,097** 2 BASES

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Serta BLACK FRIDAY MATTRESS SALE

Serta iCOMFORTPRO™

SAVE UP TO $900

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Buckingham

PLUSH PILLOW TOP

16" Profile

PRICES SHOWN REFLECT EVENT SAVINGS

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

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

$4599

Queen Mattress | **YOU SAVE $600**



	MATTRESS + FLAT BASE		MATTRESS + ADJUSTABLE BASE OPTIONS				
	YOU SAVE $600		YOU SAVE $600				YOU SAVE $900**
	MATTRESS	MATTRESS + FOUNDATION	baselogic® BRONZE UPGRADE	baselogic® SILVER UPGRADE	baselogic® GOLD UPGRADE	baselogic® PEARL UPGRADE	baselogic® PLATINUM UPGRADE
TWIN XL	$4,099	$4,349	$4,378	$4,648	$4,998	$5,298	$5,198
QUEEN	$4,599	$4,899	$4,898	$5,198	$5,598	$5,898	$5,798
KING/ CAL KING†	$5,399	$5,899	$5,998 1 BASE $5,957 2 BASES	$6,398 1 BASE $6,497 2 BASES	$6,798 1 BASE $7,197 2 BASES	$7,098 1 BASE $7,797 2 BASES	$6,998 1 BASE $7,597** 2 BASES

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10 YEAR WARRANTY

MADE IN THE U.S.A. WITH GLOBAL COMPONENTS

ADJUSTABLE BASE COMPATIBLE

CERTIPUR-US® CERTIFIED

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