



SAVE BIG FALL SALE

on Serta® iComfort® mattresses when paired with select adjustable bases.*

Elana
FIRM
11.5" Profile



PRICES SHOWN REFLECT EVENT SAVINGS



\$1099

YOU SAVE
\$200

Queen Mattress

	FLAT BASE				MATTRESS + POWER BASE OPTIONS							
	MATTRESS		MATTRESS + FOUNDATION		MOTION AIR® UPGRADE		MOTION ESSENTIALS® UPGRADE		MOTION RENEW™ UPGRADE		MOTION PERFECT® UPGRADE	
TWIN XL	\$799	YOU SAVE \$200	\$1,049	YOU SAVE \$200	\$1,298	YOU SAVE \$200	\$1,498	YOU SAVE \$200	\$1,798	YOU SAVE \$500	\$2,098	YOU SAVE \$500
FULL	\$949	YOU SAVE \$200	\$1,249	YOU SAVE \$200	--	--	\$1,748	YOU SAVE \$200	--	--	\$2,448	YOU SAVE \$500
QUEEN	\$1,099	YOU SAVE \$200	\$1,399	YOU SAVE \$200	\$1,698	YOU SAVE \$200	\$1,898	YOU SAVE \$200	\$2,298	YOU SAVE \$500	\$2,598	YOU SAVE \$500
KING/ CAL KING**	\$1,699	YOU SAVE \$200	\$2,199	YOU SAVE \$200	\$2,448	YOU SAVE \$200	\$2,898	YOU SAVE \$200	\$3,398	YOU SAVE \$500	\$3,798	YOU SAVE \$500
					1 BASE		1 BASE		1 BASE		1 BASE	
					\$2,697		\$3,097		\$3,697		\$4,297	
					2 BASES		2 BASES		2 BASES		2 BASES	

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



10 YEAR
WARRANTY



100% USA
ASSEMBLED



ADJUSTABLE
FRIENDLY



CERTIPUR-US®
CERTIFIED

*Purchase a Serta iComfort® mattress between October 2, 2024 and October 16, 2024 and receive up to \$200 off an iComfort® mattress and \$300 on an eligible adjustable base. The maximum \$500 savings applies to any size eligible mattress and any size Motion Perfect® or Motion Renew™ base. See participating stores for details. These offers may not be applied to previous purchases, cannot be combined with other offers and are available only on qualified purchases made at participating retailers in the 50 United States and the District of Columbia while supplies last. Product availability, pricing and offer dates may vary by retail location. Void where prohibited by law. © 2024 Serta, Inc.



Serta®
iCOMFORT®



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Aveda
MEDIUM
12" Profile



PRICES SHOWN REFLECT EVENT SAVINGS



\$1 299

YOU SAVE
\$200

Queen Mattress

FLAT BASE					MATTRESS + POWER BASE OPTIONS							
	MATTRESS		MATTRESS + FOUNDATION		MOTION AIR® UPGRADE		MOTION ESSENTIALS® UPGRADE		MOTION RENEW™ UPGRADE		MOTION PERFECT® UPGRADE	
TWIN XL	\$999	YOU SAVE \$200	\$1,249	YOU SAVE \$200	\$1,498	YOU SAVE \$200	\$1,698	YOU SAVE \$200	\$1,998	YOU SAVE \$500	\$2,298	YOU SAVE \$500
FULL	\$1,149	YOU SAVE \$200	\$1,449	YOU SAVE \$200	--	--	\$1,948	YOU SAVE \$200	--	--	\$2,648	YOU SAVE \$500
QUEEN	\$1,299	YOU SAVE \$200	\$1,599	YOU SAVE \$200	\$1,898	YOU SAVE \$200	\$2,098	YOU SAVE \$200	\$2,498	YOU SAVE \$500	\$2,798	YOU SAVE \$500
KING/ CAL KING**	\$1,899	YOU SAVE \$200	\$2,399	YOU SAVE \$200	\$2,648	YOU SAVE \$200	\$3,098	YOU SAVE \$200	\$3,598	YOU SAVE \$500	\$3,998	YOU SAVE \$500
					1 BASE		1 BASE		1 BASE		1 BASE	
					\$2,897		\$3,297		\$3,897		\$4,497	
					2 BASES		2 BASES		2 BASES		2 BASES	

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



10 YEAR
WARRANTY



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*Purchase a Serta iComfort® mattress between October 2, 2024 and October 16, 2024 and receive up to \$200 off an iComfort® mattress and \$300 on an eligible adjustable base. The maximum \$500 savings applies to any size eligible mattress and any size Motion Perfect® or Motion Renew™ base. See participating stores for details. These offers may not be applied to previous purchases, cannot be combined with other offers and are available only on qualified purchases made at participating retailers in the 50 United States and the District of Columbia while supplies last. Product availability, pricing and offer dates may vary by retail location. Void where prohibited by law. © 2024 Serta, Inc.



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Aveda
PLUSH
12" Profile



PRICES SHOWN REFLECT EVENT SAVINGS



\$1 299 YOU SAVE \$200
Queen Mattress

FLAT BASE					MATTRESS + POWER BASE OPTIONS							
	MATTRESS		MATTRESS + FOUNDATION		MOTION AIR® UPGRADE		MOTION ESSENTIALS® UPGRADE		MOTION RENEW™ UPGRADE		MOTION PERFECT® UPGRADE	
TWIN XL	\$999	YOU SAVE \$200	\$1,249	YOU SAVE \$200	\$1,498	YOU SAVE \$200	\$1,698	YOU SAVE \$200	\$1,998	YOU SAVE \$500	\$2,298	YOU SAVE \$500
FULL	\$1,149	YOU SAVE \$200	\$1,449	YOU SAVE \$200	--	--	\$1,948	YOU SAVE \$200	--	--	\$2,648	YOU SAVE \$500
QUEEN	\$1,299	YOU SAVE \$200	\$1,599	YOU SAVE \$200	\$1,898	YOU SAVE \$200	\$2,098	YOU SAVE \$200	\$2,498	YOU SAVE \$500	\$2,798	YOU SAVE \$500
KING/ CAL KING**	\$1,899	YOU SAVE \$200	\$2,399	YOU SAVE \$200	\$2,648	YOU SAVE \$200	\$3,098	YOU SAVE \$200	\$3,598	YOU SAVE \$500	\$3,998	YOU SAVE \$500
					\$2,897		\$3,297		\$3,897		\$4,497	
					1 BASE		1 BASE		1 BASE		1 BASE	
					2 BASES		2 BASES		2 BASES		2 BASES	

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10 YEAR
WARRANTY



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*Purchase a Serta iComfort® mattress between October 2, 2024 and October 16, 2024 and receive up to \$200 off an iComfort® mattress and \$300 on an eligible adjustable base. The maximum \$500 savings applies to any size eligible mattress and any size Motion Perfect® or Motion Renew™ base. See participating stores for details. These offers may not be applied to previous purchases, cannot be combined with other offers and are available only on qualified purchases made at participating retailers in the 50 United States and the District of Columbia while supplies last. Product availability, pricing and offer dates may vary by retail location. Void where prohibited by law. © 2024 Serta, Inc.



Serta®
iCOMFORT®



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FALL SALE

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paired with select adjustable bases.*

Iona
MEDIUM
13" Profile



PRICES SHOWN REFLECT EVENT SAVINGS



\$1599

YOU SAVE
\$200

Queen Mattress

	FLAT BASE				MATTRESS + POWER BASE OPTIONS							
	MATTRESS		MATTRESS + FOUNDATION		MOTION AIR® UPGRADE		MOTION ESSENTIALS® UPGRADE		MOTION RENEW™ UPGRADE		MOTION PERFECT® UPGRADE	
TWIN XL	\$1,099	YOU SAVE \$200	\$1,349	YOU SAVE \$200	\$1,598	YOU SAVE \$200	\$1,798	YOU SAVE \$200	\$2,098	YOU SAVE \$500	\$2,398	YOU SAVE \$500
FULL	\$1,449	YOU SAVE \$200	\$1,749	YOU SAVE \$200	--	--	\$2,248	YOU SAVE \$200	--	--	\$2,948	YOU SAVE \$500
QUEEN	\$1,599	YOU SAVE \$200	\$1,899	YOU SAVE \$200	\$2,198	YOU SAVE \$200	\$2,398	YOU SAVE \$200	\$2,798	YOU SAVE \$500	\$3,098	YOU SAVE \$500
KING/ CAL KING**	\$2,299	YOU SAVE \$200	\$2,799	YOU SAVE \$200	\$3,048	YOU SAVE \$200	\$3,498	YOU SAVE \$200	\$3,998	YOU SAVE \$500	\$4,398	YOU SAVE \$500
					\$3,297		\$3,697		\$4,297		\$4,897	
					1 BASE		1 BASE		1 BASE		1 BASE	
					2 BASES		2 BASES		2 BASES		2 BASES	

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10 YEAR
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Lona
PLUSH
13" Profile



PRICES SHOWN REFLECT EVENT SAVINGS



\$1599

YOU SAVE
\$200

Queen Mattress

FLAT BASE					MATTRESS + POWER BASE OPTIONS							
	MATTRESS		MATTRESS + FOUNDATION		MOTION AIR® UPGRADE		MOTION ESSENTIALS® UPGRADE		MOTION RENEW™ UPGRADE		MOTION PERFECT® UPGRADE	
TWIN XL	\$1,099	YOU SAVE \$200	\$1,349	YOU SAVE \$200	\$1,598	YOU SAVE \$200	\$1,798	YOU SAVE \$200	\$2,098	YOU SAVE \$500	\$2,398	YOU SAVE \$500
FULL	\$1,449	YOU SAVE \$200	\$1,749	YOU SAVE \$200	--	--	\$2,248	YOU SAVE \$200	--	--	\$2,948	YOU SAVE \$500
QUEEN	\$1,599	YOU SAVE \$200	\$1,899	YOU SAVE \$200	\$2,198	YOU SAVE \$200	\$2,398	YOU SAVE \$200	\$2,798	YOU SAVE \$500	\$3,098	YOU SAVE \$500
KING/ CAL KING**	\$2,299	YOU SAVE \$200	\$2,799	YOU SAVE \$200	\$3,048	YOU SAVE \$200	\$3,498	YOU SAVE \$200	\$3,998	YOU SAVE \$500	\$4,398	YOU SAVE \$500
					\$3,297		\$3,697		\$4,297		\$4,897	
					1 BASE		1 BASE		1 BASE		1 BASE	
					2 BASES		2 BASES		2 BASES		2 BASES	

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Aspire
MEDIUM
14" Profile



PRICES SHOWN REFLECT EVENT SAVINGS



\$1799

YOU SAVE
\$200

Queen Mattress

	FLAT BASE				MATTRESS + POWER BASE OPTIONS							
	MATTRESS		MATTRESS + FOUNDATION		MOTION AIR® UPGRADE		MOTION ESSENTIALS® UPGRADE		MOTION RENEW™ UPGRADE		MOTION PERFECT® UPGRADE	
TWIN XL	\$1,299	YOU SAVE \$200	\$1,549	YOU SAVE \$200	\$1,798	YOU SAVE \$200	\$1,998	YOU SAVE \$200	\$2,298	YOU SAVE \$500	\$2,598	YOU SAVE \$500
FULL	\$1,649	YOU SAVE \$200	\$1,949	YOU SAVE \$200	--	--	\$2,448	YOU SAVE \$200	--	--	\$3,148	YOU SAVE \$500
QUEEN	\$1,799	YOU SAVE \$200	\$2,099	YOU SAVE \$200	\$2,398	YOU SAVE \$200	\$2,598	YOU SAVE \$200	\$2,998	YOU SAVE \$500	\$3,298	YOU SAVE \$500
KING/ CAL KING**	\$2,499	YOU SAVE \$200	\$2,999	YOU SAVE \$200	\$3,248	YOU SAVE \$200	\$3,698	YOU SAVE \$200	\$4,198	YOU SAVE \$500	\$4,598	YOU SAVE \$500
					\$3,497		\$3,897		\$4,497		\$5,097	
					1 BASE		1 BASE		1 BASE		1 BASE	
					2 BASES		2 BASES		2 BASES		2 BASES	

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Aspire
PLUSH
14" Profile



PRICES SHOWN REFLECT EVENT SAVINGS



\$1799

YOU SAVE
\$200

Queen Mattress

	FLAT BASE				MATTRESS + POWER BASE OPTIONS							
	MATTRESS		MATTRESS + FOUNDATION		MOTION AIR® UPGRADE		MOTION ESSENTIALS® UPGRADE		MOTION RENEW™ UPGRADE		MOTION PERFECT® UPGRADE	
TWIN XL	\$1,299	YOU SAVE \$200	\$1,549	YOU SAVE \$200	\$1,798	YOU SAVE \$200	\$1,998	YOU SAVE \$200	\$2,298	YOU SAVE \$500	\$2,598	YOU SAVE \$500
FULL	\$1,649	YOU SAVE \$200	\$1,949	YOU SAVE \$200	--	--	\$2,448	YOU SAVE \$200	--	--	\$3,148	YOU SAVE \$500
QUEEN	\$1,799	YOU SAVE \$200	\$2,099	YOU SAVE \$200	\$2,398	YOU SAVE \$200	\$2,598	YOU SAVE \$200	\$2,998	YOU SAVE \$500	\$3,298	YOU SAVE \$500
KING/ CAL KING**	\$2,499	YOU SAVE \$200	\$2,999	YOU SAVE \$200	\$3,248	YOU SAVE \$200	\$3,698	YOU SAVE \$200	\$4,198	YOU SAVE \$500	\$4,598	YOU SAVE \$500
					\$3,497		\$3,897		\$4,497		\$5,097	
					1 BASE		1 BASE		1 BASE		1 BASE	
					2 BASES		2 BASES		2 BASES		2 BASES	

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