



**COMFORT OPTION AND CONOR DALY
TEAM UP TO PROMOTE NEW COMMUNITY-BASED MATTRESS PROGRAM**
*New initiative to launch during the Month of May supporting Daly's fourth run at the
Indianapolis 500.*



Indianapolis, IN - April 25, 2017 - Comfort Option is a local, family owned mattress manufacturer that has been in the foam industry for over 65 years. During that time, they have developed a high level of expertise in the area of sleep science and comfort, and are now, in the month of May, launching a full-blown mattress program that's targeted strictly to the people in the local Indianapolis area. With an entirely local business model, Comfort Option is able to not only provide the highest quality mattresses, but also a level of service and engagement with customers that larger retailers cannot provide.

"It's because of our local focus and involvement that makes our relationship with Indy's own Conor Daly so powerful," comments Nathan Elliot, Chief Marketing Officer for Comfort Option. "He was born here just like us. He lives here just like us. He works here just like us. And he's actively engaged with friends and Indianapolis neighbors just like us. We're thrilled to be able to partner with Conor in connecting with the people of Central Indiana. And we're certainly excited to cheer him on in the 500."

Daly, driver of the AJ Foyt Racing #4 ABC Supply Co., Chevy, enters his second full season of IndyCar competition, and this May will make his fourth run during the 101st running of the Indianapolis 500. The Noblesville, Indiana born athlete is a rising American star in the Verizon IndyCar Series.

"The Month of May is always magical here in Indianapolis. It's the biggest stage in motorsports and I've got my best shot heading into the 500 with AJ Foyt Racing and ABC Supply. Adding this new partnership with Comfort Option is a perfect fit. The product is incredible and Nathan and his team have incredible energy. I love working with local companies that make an impact in the community," stated Daly.

From customized mattress designs based on individual customer needs, to personal white glove delivery straight from the Comfort Option warehouse to customer's homes, to a recycling program for old and unwanted mattresses, Comfort Option seeks to serve the local community with truly sustainable comfort. Look for the launch of the Comfort Option website (<http://www.comfortoption.com>) on May 1, 2017 and be sure to check back for more updates.