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Two Pages

Contour Products Celebrates 25 Years of Innovation

CONTINUES TO INTRODUCE PROPRIETARY AND BRANDED SLEEP, COMFORT AND SUPPORT PRODUCTS



CHARLOTTE, NC (January, 2016) – Contour Products™, a company focused on developing solution-based products that solve specific sleep, comfort and support problems for consumers, is celebrating its 25th anniversary. Since the introduction of its first product, The Contour Pillow®, in 1991, the company has emerged as a recognized leader of specialty sleep, comfort and support solutions. Contour’s products help to properly align the body for overall comfort and improved well-being. Their emphasis on posture, ergonomics and support is what separates them from the competition. They have an in-house product design team that partners with physicians, chiropractors and sleep experts, and utilizes customer feedback to develop the best products possible. The mission of Contour Products is to provide affordable, solution-based products that solve specific sleep, comfort and support needs of consumers, regardless of their age, gender, size or geographic location.

It all started when Scott Davis, President and Founder of the organization, began taking consumer phone calls while employed with Niagara Therapy, a company that manufactures adjustable beds.

“I made a habit out of personally taking as many consumer calls as I possibly could while with Niagara, says Davis. From those conversations, I learned that people were looking for simple, affordable solutions to their sleep problems.”

Based on those conversations, Davis founded Contour Products with the launch of the Contour Pillow®, an innovation that millions around the world quickly fell in love (and fell asleep) with. The pillow is best known for its famous blue support core that aligns the head and spine, revolutionizing the way that the world sleeps. Since then, Contour Products has introduced a complete line of solution-based products that offer relief to the aches and pains of everyday life. The popular line includes The Contour Pillow®, the Contour Cloud® Pillow and Cloud Mattress Pad, the Contour Leg Pillow®, the Mattress Genie® and the Contour CPAPMax® Pillow. Since 1991, Contour Products has sold up to 10 million products in the U.S. and in 80 countries abroad, has secured many

patents. Over the years Contour® has received many awards for innovation in the personal care product category and in 2009 was presented with The Best of Charlotte Award from the U.S. Commerce Association for the Medical Apparatus & Supplies category.

“We’re proud that our roots are founded in consumer research, and of what we’ve accomplished over these past 25 years,” continues Davis, “but we’re really just getting started. Our vision is to become a global leader in the specialty seating and bedding industry by continuing to offer proprietary and branded sleep, comfort and support solutions to the marketplace.”

In celebration of their 25 years in business, Contour Products plans to launch a premier signature product line. The company is committed to the continued development of proprietary, solution-based products that are based in market and consumer research and deliver on their promise to bring affordable health, comfort and support products to life.

About Contour Products

Founded in 1991, Contour Products (www.contourliving.com) is a leader in the ergonomic comfort and support industry. Since the introduction and success of its first innovation, the Contour Pillow, the company has sold more than 20 million products in the United States and 80 other countries. Contour Products has an extensive distribution network in place through traditional brick-and-mortar retailers, sleep centers, DME providers, online stores, direct-response television, the Internet, key furniture shows, catalogs and home shopping networks. The company has 66 patents and trademarks registered in the United States and abroad. Contour Products is headquartered in Ft. Lauderdale, FL. and has an operations facility in Charlotte, N.C. “Contour® - We support you for Life”

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