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CARPENTER CO. OFFERS A CHANCE TO WIN A DREAM VACATION IN NEW YORK CITY

Carpenter Co., the world's largest producer of comfort cushioning products, has launched the "Dreamscape Sleepstakes" sweepstakes through its newly launched sleep information and advice portal, SleepBetter.org.

RICHMOND, VA, October 10, 2008 **/24-7PressRelease/** -- Carpenter Co., the world's largest producer of comfort cushioning products, has launched the "Dreamscape Sleepstakes" sweepstakes through its newly launched sleep information and advice portal, SleepBetter.org. Legal residents of the United States can enter for a chance to win several great prizes, include the grand prize of a dream vacation for two to New York City, including round-trip transportation and hotel accommodations at the Dream Hotel for 5-days, 4-nights.

The winner will also enjoy a multi-day spa package at Chopra Center & Spa located at the Dream Hotel, dinner at one of New York's top restaurants and tickets to a Broadway Show. Two other lucky winners will receive luxury bedroom packages that include a Select Comfort Sleep Number 9000 bed or Select Comfort Sleep Number Memory Foam™ bed, along with pillows and mattress pads from Carpenter Co.'s Sleep Better line of recommended products. Fifty runners-up will receive customized 100 percent cotton sleep pajamas from SleepBetter.org.

"As a company dedicated to helping people sleep better, Carpenter Co. is very excited to offer this opportunity to win a relaxing, dream-like getaway," explained Dan Schechter, vice president for Carpenter Co.'s Consumer Products Division. "What better way to get some rest than while on vacation. We are pleased to extend this Dreamscape Sleepstakes to consumers nationwide."

Entries for the "Dreamscape Sleepstakes" can be submitted two ways: online and by mail. Visitors to SleepBetter.org, a sleep resource Web site, can complete an online entry form before Nov. 15, 2008 for a chance to win. Others can enter by mail, postmarked by Nov. 15, 2008, by sending a 3" x 5" post card complete with name, address, city, state, zip, and e-mail to: Carpenter Co.'s Dreamscape Sleepstakes, P.O. Box 825, Bethpage, NY 11714-0825.

"Dreamscape Sleepstakes" winners will be notified by Dec. 1. For more information or to register, please visit www.SleepBetter.org.

About Carpenter Co. and www.SleepBetter.org:

An educational Web site, SleepBetter.org was created as a resource about how sleeping better can lead to a healthier life. Visitors to the site learn how the pillow they sleep on impacts their entire lives. The site features the exclusive Zzzz Score test, which is a science-based personal sleep profile - a guide to getting a better night's sleep based on individual sleep preferences and problems. The site is sponsored by Carpenter Co., the world's largest producer of comfort cushioning products, which has contributed to America's comfort for over 60 years in the bedding, mattress, furniture and carpet cushion industries. For more information, please visit www.Carpenter.com and www.sleepbetter.org.

Sweepstakes open to legal residents of the United States, except Florida, Puerto Rico and where prohibited. Sweepstakes participants must be at least 18 years old. No purchase necessary. See all official rules at http://www.sleepbetter.org/about-us/sleepstakes_rules.asp.