

**For Immediate Release**

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**Isaak's Furniture, Mattress 1<sup>st</sup> Opening DAY!**

Yakima, WA-Isaak's MATTRESS 1<sup>st</sup> .will be opening Wednesday, May 18<sup>th</sup> at 9:00 a.m. at  
1010 West Nob Hill Blvd., inside Isaak's Home Furnishings.

According to Ed Rieckelman, owner of Isaak's in Yakima, "Isaak's has been serving the Area for over 60 years. Opening the Mattress 1<sup>st</sup> store continues our tradition of offering the best price and the best service to our customer."

Isaak's is a member of Furniture 1<sup>st</sup>, one of the largest retail furniture and mattress buying groups in the nation. Furniture 1<sup>st</sup> represents over 200 independent furniture retailers nationwide that collectively generate over one billion dollars in annual retail sales.

"With the Mattress 1<sup>st</sup> store, we want people to know that we are committed to helping them get a great night's sleep. We're passionate about helping our customers find the mattress that will enhance their quality of life," said Rieckelman of Isaak's. "Mattress 1<sup>st</sup> and Furniture 1<sup>st</sup> allows independent family owned stores like us to compete against the big mattress chains and box stores by using its buying power to ensure we are able to offer the best mattress lines at outstanding prices."

The Isaak's Mattress 1<sup>st</sup> store will feature the latest mattress innovations from brands such as: Serta, Sealy, Stearns & Foster and Serta I-Comfort.

"Our sales associates have undergone extensive training to help identify our customers' sleep needs. Assisting a customer in selecting a new sleep set has to be about finding the right comfort and support. It's a privilege to help someone sleep better. We take this very seriously."

Said Rieckelman, "We're confident people will discover a better way to select a mattress and save money at Isaak's Mattress 1<sup>st</sup> store."

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