

# SleepScore Announces Exclusive Retail Partnership with Williams-Sonoma, Inc.

Williams-Sonoma, Inc. to distribute SleepScore Max through Robin, a new specialty retail brand focused on improving sleep quality



CARLSBAD, Calif. — January 4, 2018 —  
[SleepScore Labs™](#), the company behind the most advanced non-contact sleep improvement system

for consumers, today announced its exclusive retail distribution partnership with Williams-Sonoma, Inc. (“WSI”) as WSI launches Robin, a new multi-channel specialty brand focused on fostering healthier lifestyles through improved sleep quality.

*“It’s an honor to be the first consumer-sleep tech device in Williams-Sonoma’s home furnishing stores.” -Colin Lawlor, SleepScore Labs CEO*

SleepScore Labs and WSI brands are now partnering to offer the Robin Sleep System, a combination of the SleepScore Max and Robin Pocket Spring Mattress Set, available online and in select stores including Pottery Barn, Pottery Barn Kids, PBteen, West Elm and Williams Sonoma Home. This integration addresses the growing role sleep plays in consumers’ lives as a critical component of a balanced lifestyle.

“The Robin Sleep System is where sleep and innovation meet. The world’s most advanced non-contact sleep monitor pairs with the comfortable and proven Robin mattress to help millions achieve high quality sleep,” said Colin Lawlor, CEO of SleepScore Labs. “It’s an honor to be the first consumer-sleep tech device in the Williams-Sonoma, Inc. home furnishing stores, and to combine our goals to foster healthier lifestyles through sleep.”

The SleepScore Max is designed to measure sleep in detail, including the quality and quantity of sleep while it rests on a nightstand. The non-contact device was instrumental in testing and evaluating the Robin mattress sets in bringing the best sleep. Over 80 percent of participants surveyed by SleepScore Labs about the new Robin Pocket Spring Mattress reported falling asleep more easily and waking up without trouble in the morning. Additionally, over 50 percent of participants mentioned a substantial improvement in their sleep quality.

“We partnered with SleepScore Labs because of their vision and commitment to improving sleep quality and wellness through innovative solutions, which is core to our newly introduced Robin brand,” said Laura Alber, President and CEO of Williams-Sonoma, Inc. “Together, we are excited to educate and inspire customers with an assortment of thoughtfully designed products that deliver a meaningful wellness experience.”

## Pricing and Availability

The exclusive Robin Sleep System, which includes a complete sale of a SleepScore Max and Robin Pocket Spring Mattress Set, is available starting in twin for \$629. The SleepScore Max is available individually for \$149, and the Robin Pocket Spring Mattress Set is available starting at \$519 for a twin. All products are sold in select stores and online by Pottery Barn, Pottery Barn Kids, PBteen, West Elm and Williams Sonoma Home.

## About Williams-Sonoma, Inc.

Williams-Sonoma, Inc. is a specialty retailer of high-quality products for the home. These products, representing nine distinct merchandise strategies – Williams Sonoma, Pottery Barn, Pottery Barn Kids, West Elm, PBteen, Williams Sonoma Home, Rejuvenation, Mark and Graham, and Robin – are marketed through e-commerce websites, direct mail catalogs and retail stores. Williams-Sonoma, Inc. currently operates in the United States, Canada, Australia and the United Kingdom, offers international shipping to customers worldwide, and has unaffiliated franchisees that operate stores in the Middle East, the Philippines and South Korea, and stores and e-commerce websites in Mexico.

### **About SleepScore Labs**

SleepScore Labs™ advances the science and technologies around sleep and overall health. Together with the foremost medical, health, and scientific experts from around the world, the company utilizes SleepScore™ by ResMed technology to provide the most accurate and advanced sleep improvement system for consumers as well as an evolving ecosystem that includes data insights, product evaluation tools, and technology licensing opportunities for companies developing products and solutions in the sleep industry. Based in Carlsbad, California, SleepScore Labs was created in 2016 as a joint venture between ResMed, Dr. Mehmet Oz, and Pegasus Capital Advisors L.P. to accurately measure sleep while connecting consumers to solutions that help people sleep, feel and live better. For more information on SleepScore Labs visit [www.sleepscorelabs.com](http://www.sleepscorelabs.com).

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