

**BLACK FRIDAY BIGGEST SAVINGS OF THE YEAR!**

Serta  
icomfort®  
**FREE**  
boxspring  
OR  
**SAVE UP TO**  
**\$1200**

on a Serta® Motion Custom® II Adjustable Foundation\*



HELPS COMFORTABLY **COOL & SUPPORT** EVERY CURVE OF YOUR BODY



Serta icomfort®  
Comfort Reimagined.™

Advanced Gel Memory Foam Technology



Serta icomfort®  
HYBRID

Advanced Gel Memory Foam and Hybrid Technology



	Flat Set Price after <b>FREE</b> Boxspring Savings	Motion Perfect® III Adjustable Set Price AFTER SAVINGS	Motion Custom® II Adjustable Set Price AFTER SAVINGS
Gentle Firm Blue 100 Queen Size	<b>\$1099</b>	<b>\$2399</b>	<b>\$2799</b>
Plush Blue 500 Queen Size	<b>\$1599</b>	<b>\$2899</b>	<b>\$3299</b>



	Flat Set Price after <b>FREE</b> Boxspring Savings	Motion Perfect® III Adjustable Set Price AFTER SAVINGS	Motion Custom® II Adjustable Set Price AFTER SAVINGS
Plush or Firm Applause Queen Size	<b>\$1099</b>	<b>\$2399</b>	<b>\$2799</b>
Plush or Extra Firm Reconognition Queen Size	<b>\$1499</b>	<b>\$2799</b>	<b>\$3199</b>

TempActiv™ Max Gel Memory Foam in select models, see store for details.



2014 - 2017  
WOMEN'S CHOICE AWARD  
AMERICA'S MOST RECOMMENDED  
Mattress • Pillow • Box Spring



**PLUS** SPECIAL FINANCING AVAILABLE\*\*\*

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\*Purchase any Serta iComfort® or iComfort® Hybrid mattress set between November 8 - November 27, 2017 and receive either a free standard box spring (same size as the mattress purchased) or up to \$1200 off a qualified Serta adjustable foundation. Savings offers on the adjustable foundations will vary by model and size and are available only with the Motion Perfect® III and Motion Custom® II adjustable foundation models. Maximum \$1200 savings applies only to King size Motion Custom® II adjustable mattress sets. Offer available only on qualified purchases made at participating retailers while supplies last. Product availability, pricing and offer dates may vary by retail location. Void where prohibited by law. © 2017 Serta, Inc.

\*\*\*Subject to credit approval. Minimum monthly payments required. See store for details.

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**BLACK FRIDAY BIGGEST SAVINGS OF THE YEAR!**

**Serta**  
perfectsleeper.

**DARE TO  
COMPARE  
OUR VALUES!**



Queen Super Pillow Top Mattress Set **\$1199**

Queen Memory Foam Mattress Set **\$999**



Photos shown for illustration only. Actual product may vary.

**Serta**  
perfectsleeper.  
**Scottsbluff Firm**

WAS ~~\$519~~ NOW **\$419**  
Twin Flat Set

WAS ~~\$699~~ NOW **\$599**  
Queen Flat Set

WAS ~~\$1099~~ NOW **\$899**  
King Flat Set

**Serta**  
perfectsleeper.  
**Ginbrooke Firm or Plush**

WAS ~~\$599~~ NOW **\$499**  
Twin Flat Set

WAS ~~\$799~~ NOW **\$699**  
Queen Flat Set

WAS ~~\$1299~~ NOW **\$1099**  
King Flat Set

**Serta**  
perfectsleeper.  
**Oliverton Plush or Luxury Firm**

WAS ~~\$799~~ NOW **\$699**  
Twin Flat Set

WAS ~~\$999~~ NOW **\$899**  
Queen Flat Set

WAS ~~\$1499~~ NOW **\$1299**  
King Flat Set

**Serta**  
perfectsleeper.  
**Palmerston Plush, Luxury Firm, or Extra Firm**

WAS ~~\$749~~ NOW **\$849**  
Twin Flat Set

WAS ~~\$1099~~ NOW **\$999**  
Queen Flat Set

WAS ~~\$1699~~ NOW **\$1499**  
King Flat Set



2014 - 2017  
**WOMEN'S CHOICE AWARD**  
AMERICA'S MOST RECOMMENDED  
Mattress • Pillow • Box Spring



So Comfortable, You'll Never Count These Guys Again.™

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Special Financing Available\*\*\*

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