



OFFICIAL SLEEP + WELLNESS PARTNER

MORE THAN 1,600 NFL PLAYERS USING SLEEP DATA AND THE SLEEP NUMBER 360 SMART BED TO ENHANCE ON AND OFF FIELD PERFORMANCE

NFL Players Association and Sleep Number partnership to further improve player performance, training and well-being through quality sleep

Minneapolis – November 29, 2018 – Sleep Number (NASDAQ: SNBR) and the NFL Players Association (NFLPA), through its licensing and marketing division, NFL Players Inc., announced an unprecedented and historic milestone, with more than 1,600 NFL players investing in their sleep and performance with the Sleep Number 360® smart bed.

Earlier this year, [Sleep Number and the NFL announced a partnership](#) to jointly provide every active player a Sleep Number 360 smart bed. Now, Sleep Number and the NFLPA are partnering to use [SleepIQ® technology](#)'s aggregate player data and insights to holistically advance player well-being.

"This partnership is a testament to how much we value the impact of quality sleep on performance and recovery. It is apparent that players across the league agree with us, with over 1,600 actively pursuing this unique opportunity," said Gina Scott, vice president, partner services, NFLPA. "The Sleep Number 360 smart bed provides the players highly accurate biometric data and we are excited about the future possibilities to use this aggregated data to improve player performance on and off the field."

Sleep Number's proprietary SleepIQ® technology is built into the 360 smart bed, enabling it to automatically adjust comfort throughout the night. Each morning, players receive a SleepIQ® score and biometric data - such as average breathing and heart rates – to help them understand the quality of their sleep. With this information, players can adjust their training regimens to improve their performance and recovery.

"Last year was my first year on the Sleep Number 360 smart bed, and it was my sixth year in the NFL," Minnesota Vikings All Pro safety Harrison Smith said. "The way I felt physically and mentally toward the end of season was nowhere near how I felt the five years prior. I had a lot more energy, I was thinking more clearly, my body felt better...I really felt good all season long."

Sleep Number will continue to work with the NFLPA, teams and head athletic trainers as players begin to integrate sleep insights into their training and performance regimens.

"We are able to directly impact the game on and off the field. For world-class athletes, the benefits of sleeping on the Sleep Number 360 smart bed are game changing," said Kevin Brown, chief marketing officer at Sleep Number. "This is an exciting milestone for Sleep Number and the NFLPA as players invest in the importance of proven quality sleep to their overall health, wellness and performance."

About Sleep Number Corporation

As the leader in sleep innovation, Sleep Number Corporation delivers the best quality sleep through effortless, adjustable comfort and biometric sleep tracking. Sleep Number's proprietary SleepIQ® technology platform – one of the most comprehensive databases of biometric consumer sleep data – is proving the connection between sleep and well-being. With breakthrough innovations such as the revolutionary Sleep Number 360® smart bed, Sleep Number is redefining the future of sleep and shaping the future of health and wellness. To experience better quality sleep, visit one of the over 560 Sleep Number® stores located in all 50 states or [Sleepnumber.com](#). For additional information, visit our [newsroom](#) and [investor relations site](#).

About the NFL Players Association

The National Football League Players Association is the union for professional football players in the National Football League. Established in 1956, the NFLPA has a long history of assuring proper recognition and representation of players' interests. The NFLPA has shown that it will do whatever is necessary to assure that the rights of players are protected—including ceasing to be a union, if necessary, as it did in 1989. In 1993, the NFLPA again was officially

recognized as the union representing the players and negotiated a landmark Collective Bargaining Agreement with the NFL. The current CBA will govern the sport through 2020.

About NFL Players Inc.

NFL Players Inc., the licensing and marketing arm of the NFLPA, connects businesses to the power of NFL players. NFL Players Inc. creates customized business solutions for partners, through licensing, marketing strategy, and player activations. For more information, please visit nflpa.com/players.

###