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## **N.J. Westminster Hotel First to Offer Adjustable Bed Systems; Hotel-Wide Upgrade Features Hollandia 'Morpheus' Latex Beds**

*PR Newswire, August 21, 2008 Thursday 9:07 PM GMT*

PHILADELPHIA, Aug. 21 /PRNewswire/ -- Fully adjustable, customizable, non-innerspring specialty mattresses have now entered the burgeoning 'hotel bed' business -- a category that has grown highly competitive among U.S. hotels in recent years. Hollandia International, a leader in sleep system innovation and design, today announced it is the first company to completely outfit a U.S. hotel with luxury, customizable sleep systems. Westminster Hotel, the independent, Four-Diamond, luxury hotel located in the upscale town of Livingston, N.J., is the first in the U.S. to offer Hollandia's sleep systems.

The Westminster will exclusively feature the customizable "Morpheus" latex mattress in all of the hotel's guest rooms, while 10 suites offer Hollandia's complete adjustable Platinum-Luxe(TM) Signature Sleep System.

"Because of the popularity of luxury hotel chains implementing premium 'hotel bed' programs, the trend you are seeing now is boutique hotels getting into the hotel bed business by not only offering the beds in their rooms, but making them available to consumers as well," said Avi Barsessat, CEO of Hollandia International. "With the push of a button, Westminster Hotel guests will now be able to customize their sleep experience -- with Hollandia offering not just a hotel stay, but a great night's sleep."

The addition of Hollandia's premium sleep systems is part of a complete upgrade to Westminster Hotel amenities. "Hollandia was the natural choice when selecting a luxury sleep system for our guest rooms and suites," said Michael Polese, General Manager of Westminster Hotel. "Their innovative designs and sleep systems truly set them apart and

compliment Westminster Hotel's signature commitment to providing our guests with the highest level of comfort, sophistication and service."

The Hollandia sleep experience is customizable, offering two-sided mattresses -- with one side being firm and the other soft -- that can be reversed according to an individual's personal preferences. Guests of the Westminster Hotel also have the option to purchase the Morpheus mattress or complete Platinum-Luxe(TM) sleep system for their own bedrooms. "We like the idea that hotel guests can come and try our mattress out for an entire night, and then decide whether they want to introduce this kind of quality sleep in their own homes. No other retailer can allow their customers such an option," explains Barssessat.

Available in Hollandia stores beginning this fall, the new queen sized Morpheus mattress retails for \$2,600 and is antimicrobial, hypoallergenic and made from only the highest quality material to assure point-to-point support and plush comfort. The entire king sized Morpheus Platinum-Luxe(TM) sleep system is also available starting at \$12,700. Hollandia's Platinum-Luxe(TM) Signature Sleep System features a pneumatic hand control, two massage systems with 12 massage programs -- all supported by a sturdy steel frame bed base. All of Hollandia's Platinum-Luxe(TM) mattresses are made of Vita Talalay Latex -- a superior latex that replaces traditional innerspring construction and surpasses all other foams with its resilience and durability. Inside, coconut fibers add ventilation and promote air flow through to the skin.