



**FOR INFORMATION CONTACT:**  
Lisa Mieczko, Laughlin/Constable  
414-270-7172, [lmieczko@laughlin.com](mailto:lmieczko@laughlin.com)  
Robin Mindt, Laughlin/Constable  
414-270-7262, [rmindt@laughlin.com](mailto:rmindt@laughlin.com)

**FOR IMMEDIATE RELEASE**

**AEROBED® INTRODUCES A “MEMORABLE” EXPERIENCE WITH ITS PREMIER PRODUCT RANGE**  
*- New Memory Foam Bed Coupled With Top-of-the-Line Technology -*

WAUCONDA, Ill. (March 20, 2005) – Aero Products is introducing its new **AeroBed® Premier Memory Foam** bed at the 2005 International Home & Housewares Show in Chicago, March 20-22. Aero Products will also unveil its new packaging and revamped product line, including the new “Premier” line.

The AeroBed Premier Memory Foam bed cradles the user into a restful night’s sleep as it conforms to the body. It features the One Touch® Firmness Control Wand to adjust the firmness of the bed. The AeroBed Premier Memory Foam bed will be available at Linens ‘N Things and Bed Bath & Beyond. It will retail for: Twin \$199, Full \$249 and Queen \$299.

The AeroBed Premier Memory Foam bed features:

- A One Touch® Firmness Control Wand for adjustable firmness
- Inflation in under 60 seconds
- Quadra Coil® Construction that provides a smoother sleep surface
- A zip-on Memory Foam topper, which allows easy cleaning of the bed
- Deflation in 15 seconds with the patented Quick Air Release Valve
- A convenient carry bag for storage and transportation
- A two-year limited express warranty

“One of Aero Products’ goals is to provide a comfortable bedding solution for every consumer,” said Jack Hall, president and CEO. “We’re breaking into new territory and reaching out to new customers with the AeroBed Premier Memory Foam bed.”

Aero Products has developed the Premier product platform, which features superior inflate/deflate technology and the One Touch® Firmness Control Wand. The Premier line includes a Raised bed, and comfort finishes such as the Comfort Quilt, PillowTop and Cushion Top. AeroBeds come in twin, full and queen sizes and fit standard sheets.

**About Aero Products International**

Aero Products International is a leading producer of premium, air-filled products under the AeroBed® and aero® sport brand names. Aero Products provides quality-conscious consumers with unique, innovative, air-filled products and accessories that have superior levels of convenience, comfort, durability and style. Aero Products is backed by the Good Housekeeping Seal. The original AeroBed® was developed in 1992 and Aero Products has since adapted its inflation technology and superior quality to a wide array of products, ranging from indoor and outdoor bedding. For additional information, visit the Aero Products Web site at [www.thinkaero.com](http://www.thinkaero.com).

###