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Farley to Lead Specialty Sleep's Green Initiative

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FRIANT, CALIF.—The Specialty Sleep Association (SSA) appointed David Farley, CEO of Anatomic Global, as the chairman of the mattress/bedding industry Green Initiative. The Green Initiative, sponsored by the SSA, is a process designed to identify, define and standardize how mattress manufacturers and retailers label "green" and natural sleep products. Farley joins Anatomic Global's president, Jeff Scorziell on the founding Initial

Governing Board.

Farley founded Anatomic Global, formerly Anatomic Concepts, in 1989 as a supplier of foam support devices and mattresses to the medical industry. Renamed Anatomic Global in 2007, it is the world's leading OEM supplier of memory foam products on the Internet, fulfilling an average of 850,000 orders each year directly with U.S. consumers. In 2008, the company launched Ecomfort Mattress, an environmentally-friendly sleep line, which has fueled record sales growth for the company.

Farley has more than 25 years of experience in the foam industry and holds 27 patents on the anatomic uses of foam. He graduated from California State Polytechnic University with a degree in Manufacturing Engineering. He holds an MBA from Pepperdine University.

"We are excited to welcome David as chairman," SSA president Dale Read said. "He provides a unique combination of engineering and bedding industry experience that will provide the SSA Green Initiative Governing Board wonderful insight and leadership."

Founded in 1995, the Specialty Sleep Association (SSA) is a national not-for-profit organization created to facilitate the growth and positive awareness of the specialty sleep category. SSA membership is comprised of more than 100 manufacturers and retailers ranging from small, family-owned businesses to large corporations. Companies interested in learning more about the SSA Green Initiative should contact SSA executive director Tandra Jones, at tandra@sleepinformation.org. Also visit www.sleepinformation.org.