



whatever your position in life, we support it.

For Immediate Release

Editorial Contact:

Dennis Sones
415.460.0873
dsones@vivon.com

Vivon Life and Brookstone Partner Together To Introduce The First Massage System That Is Integrated Into The Mattress Itself.

The next best thing to having a professional massage therapist on call; maybe even better!

LAS VEGAS - January 6, 2011 – Today at the Consumer Electronics Show in Las Vegas, Vivon Life, LLC, an innovator of lifestyle mattress systems combining cutting-edge technology, electronics and advanced materials, announced a strategic partnership with Brookstone to bring the Brookstone massage experience to the sleep industry. For the first time ever, Vivon has developed a way to bring massage functionality *INSIDE* the mattress itself.

“After all the years of coming to CES, this may be the first time attendees will see a mattress on the show floor of South Hall”, said Vivon Chief Marketing Officer Dennis Sones. “We chose to announce our new Vivon Prestige luxury mattress line, powered by Brookstone massage, at CES because the show is all about how new technology gets harnessed for better living and improved lifestyles. In our case, Vivon is the leading mattress maker that brings new technology innovation for improved comfort. What we do differently than anyone else is that we incorporate the moving parts right into the mattress itself. We partnered with Brookstone on the massage functionality because they are the undisputed leader in massage for the past 40 years and people trust them.”

The Vivon Prestige Powered by Brookstone Massage features five different massage modalities with six different motors (queen and king size) that provide essentially a full-body massage that covers shoulders, back and legs. The total body experience is managed by a remote control that coordinates a personalized massage just the way you want it. You can focus on your shoulders or just your back. Or, you can have two sections or all three sections working simultaneously. The five different massage modalities include a gentle vibration, a rolling wave, and three different styles of pulse massage that is similar to Shiatsu style. You can increase or decrease the intensity of any of these modalities.

“What initially comes to mind when you mention mattress-massagers are those antiquated motel beds that had a frame that literally shook the mattress, one-quarter at a time. The breakthrough innovation here is that because the massage modules are built into the mattress, the massage experience is right next to your body. It’s like having your own professional

massage therapist, on-call, with the touch of a button,” said Sones. “When you’re not in the mood for massage, the mattress feels like a luxury mattress; you don’t feel or see the massage modules in it. It’s there when you need it and not noticeable when you don’t.”

Rudy Woodard, Executive Vice President for Brookstone, noted, “Vivon has proven itself to be a technology leader in mattress and bed products, and we’re delighted to partner with them on the Vivon Prestige line of beds. Vivon Prestige incorporates more than 40 years of Brookstone innovation in massage technology, as well as our state-of-the-art BioSense memory foam. It brings a whole new level of comfort and luxury to innovation-seeking customers”

See the new Vivon Prestige Powered By Brookstone Massage at Booth #22057 in South Hall.

About Vivon Life, LLC

Vivon Life, LLC (www.vivon.com) is a manufacturer of lifestyle mattress systems that brings new technology to deliver comfort for active, sophisticated consumers. With over 4 years of advanced R&D and extensive consumer research, Vivon has developed multiple patent-pending innovations that are helping it quickly become a leader in the sleep industry. Vivon’s unique approach to engineering and design led to it being awarded a 2010 Good Design™ Award, the world’s most prestigious global award for new product design. Its comprehensive line of Positional (mattresses that change positions), Prestige (mattresses with built-in massage powered by Brookstone®), and Universal (non-moving mattresses) provide new technology and industry-setting performance standards at a variety of price points.

About Brookstone

Brookstone is an innovative product development company and specialty retailer of unique gifts. Brookstone operates 310 stores nationwide and in Puerto Rico. Typically located in high-traffic regional shopping malls and airports, the stores feature unique and innovative consumer products. The Company also operates a Direct Marketing business that includes the Brookstone catalog and an e-commerce Web site at Brookstone.com. Fans of the Company are encouraged to Like Brookstone on Facebook.

Vivon Prestige™ is a trademark of Vivon Life LLC.

Brookstone® is a registered trademark of Brookstone Company, Inc.

BioSense™ is a trademark of Brookstone Purchasing, Inc.

Good Design™ is a registered trademark of The Chicago Athenaeum.