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NATURAL BED LEADER VIVÈTIQUE UNVEILS NEW LINE OF WASHABLE COMFORTERS, PADS AND PILLOWS

"LAVATIQUE" COLLECTION DEBUTS AT SUMMER 2007 LAS VEGAS MARKET JULY 30- AUGUST 3

As consumers become increasingly educated about the range of choices available to them in the bedding market, Vivètique, the nation's premiere organic mattress brand based in Los Angeles, continues to surge ahead as the market innovator with a new line of washable bedding. Vivètique will debut their "Lavatique" top of bed items by Vivètique's Natural Bedroom Collection at the Las Vegas Market July 30-August 3.

"Today's consumers want low-maintenance products that do not sacrifice quality," said Steve Carwile, Chief Executive Officer and President of Vivètique. "Our Lavatique line of washable comforters, mattress pads and pillows are made with the same organic cotton and Pure Grow Wool ™ used in our best-selling top-of-bed products, but they are now easier than ever to maintain."

Vivètique will have samples from the Lavatique line on hand at the Las Vegas show and the line will be available for shipping in mid-August. Pricing for the new products will be set in the next month. It is this spirit of invention, coupled with the ability to meet the needs of the evolving marketplace that has made Vivètique the gold standard for organic bedding. Vivètique already distributes their line of organic sleep sets to more than 400 retail locations nationwide, but they are adding more and more mainstream stores to their client list. Most notably, Vivètique will begin to distribute their baby line of sleep sets to Pottery Barn Kids catalog as well as their 94 retail stores nationwide in August.

Vivètique's mattresses, pillows and top of bed items use only the cleanest and purest natural fibers of the highest quality, and Vivètique's line of Pure Grow Wool™ products follows organic agricultural practices. Unlike some "green" cotton, which is not grown under any certified standards, Vivètique's cotton products are made only from unbleached, un-dyed and certified organic cotton fibers.

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About Vivètique Sleep Systems

Vivètique first opened it's doors in the "Crown City" of Pasadena, California in 1917, where the company was originally known as Crown City Mattress. Today, twin brothers Steve and Scott Carwile are maintaining Vivètique's status as the leading natural mattress manufacturer with decades of experience. Vivètique continues its' mission of providing Vivètique customers with the most restful and healthy night's sleep possible, without compromising a commitment to quality. Vivètique is proud to be celebrating its 90th anniversary this year. For more information about Vivètique Sleep Systems, visit www.Vivètique.com or call 1 (800) 365-6563.

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