

For Immediate Release

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intelliBED® Announces Partnership with Luxury Resort Sentierre Creates the Ultimate Sleep Experience

Salt Lake City, Utah, November 5, 2015 – intelliBED, the manufacturer of the world’s most advanced mattresses today, announced its partnership with luxury hotel brand Sentierre. With its primary location found in Padre Canyon near resort town St. George, Utah, Sentierre represents “Pathways on Earth.” According to founder Stan Castleton, “Sentierre integrates the great outdoors with the luxuries of the grand indoors.” This luxury resort will be built with their new mixed-use hospitality and lifestyle ideology in mind. “Sentierre transcends traditional terms such as hotel, by offering guests an experience that can be introspective, interactive and invigorating.”

Under this partnership, and in support of Sentierre’s mission to revolutionize the guest sleep experience, all of the Sentierre guest suites will be equipped with intelliBED’s next-generation mattresses, as well as the world’s most scientifically advanced sleep program, Sleep Genius. intelliBED mattresses are designed with hypoallergenic non-toxic Intelli-Gel®, which provides optimal comfort and support without compromising durability. The Sleep Genius is a sleep program that uses a proprietary sound algorithm to ease the brain into its natural sleep rhythm. This program was developed following their research helping NASA get astronauts to sleep in space.

Sentierre will also be a marketing partner with intelliBED by offering intelliBED mattresses and the Sleep Genius to their guests at a discount. “I am a big believer in their product after experiencing deeper, longer and pain-free sleep on the intelliBED technology,” says Castleton. “This partnership will strengthen the Sentierre experience at our resort as well as by extending our guests’ retreat to their homes between visits.”

intelliBED recently launched into the hospitality market in the wake of the 2015 Hotel Experience Show in New York City from November 8-10, where the company’s Intelli-Gel mattresses will be on display at booth #1718. intelliBED expects to make a big dent in the luxury hospitality market with its more unique sleep offering of the intelliBED mattress and Sleep Genius program. Combined, these two critical components will offer guests an unparalleled sleep experience.

About intelliBED

Founded in 2000, intelliBED is known as the world’s most advanced mattress manufacturer. intelliBED’s patented next-generation Intelli-Gel technology promotes the three keys to healthy sleep; good posture support, pressure point relief and a healthy and safe sleep environment. intelliBED’s products are made in the USA in their Salt Lake City headquarters. For more information, visit www.intellibed.com.



superior Back Support



Reduced Tossing & Turning



A Safer Night's Sleep