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SOMETHING BEAUTIFUL IS COMING TO ART VAN *PURESLEEP*

Supermodel Cindy Crawford Reveals Her Deepest Beauty Secret as *PureSleep* Spokesperson

Warren- February, 14, 2012

Cindy Crawford knows what it takes to live well – proper diet, exercise and sleep. During a recent visit to Art Van Furniture to discuss her popular furniture line, she discovered Art Van *PureSleep*
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It was a match made in heaven.

Citing proper rest as one of the vastly important elements of her beauty regimen, Crawford, known as one of the most beautiful women in the world, has been named the official spokesperson for Art Van *PureSleep*. She welcomes this opportunity to encourage people to focus more on the importance of good rest and proper sleep.

“Health and beauty go hand in hand with good rest,” says the woman whose career has spanned over two decades with a trusted brand representing beauty, fashion, fitness and home.

“There simply is no better rest than what you get with

PureSleep
."

Art Van *PureSleep* utilizes a state of the art computer diagnostic machine that matches each person to the right mattress. It is a 1-2-3 bedding system that helps Art Van Furniture guests achieve the restorative sleep their bodies need.

"It's been proven that proper restorative sleep helps improve the quality of life," says David Van Elslander, Vice President of Art Van *PureSleep*. "That's very important, and we are so excited that we have Cindy Crawford to help us get this message across to our guests."

Art Van *PureSleep* experts also stress the importance of selecting the right pillows for correct spinal alignment. With that, Art Van Furniture will introduce the Cindy Crawford Good Night Pillow that will be sold exclusively at Art Van PureSleep stores.

The Art Van *PureSleep* advertising campaign featuring supermodel Cindy Crawford will launch February 15, 2012.

About Art Van Furniture

Art Van Furniture is Michigan's largest furniture retailer and America's largest independent furniture retailer. The company operates 34 stores in 33 communities throughout Michigan, a full service e-commerce website, plus five freestanding Art Van PureSleep bedding stores in Canton, Troy, Rochester Hills, Brighton, and Ann Arbor, Michigan. Founded in 1959, the company is family-owned and headquartered in Warren, Mich. Check out artvan.com for more information.

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