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THE SHARPER IMAGE® & SOUTHERLAND ENTER LICENSE AGREEMENT FOR SPECIALTY MATTRESSES

NEW YORK, March 21, 2011 – The Sharper Image announced that it has entered into a licensing agreement with Southerland Inc. of Nashville, TN for specialty mattresses in memory foam, inner spring, air and latex as well as adjustable mattresses. Southerland is an American manufacturer of quality bedding with over 110 years of passion for developing, marketing and distributing superior sleep products.

Southerland will have rights to manufacture and distribute Sharper Image branded mattresses to a broad range of premium retailers in the department store, bedding, specialty, club, e-commerce and mail-order channels in the United States and Canada.

“We are quite pleased to have partnered with Southerland as they exemplify the standards, workmanship and quality consistent with the Sharper Image brand,” said Federico de Bellegarde, Senior Vice President at The Sharper Image. “Southerland’s vast experience in product development, production and loyal retail relationships are paramount to their success. Moreover, the infusion of new technologies will create a truly unique offering to consumers.”

“We are proud to have our Southerland mattress products aligned with the Sharper Image brand. This is a great opportunity to translate The Sharper Image quality and innovation into a line of signature, customizable mattresses,” said David R. Corbin, co-president of Southerland, Inc. “Furthermore, in national consumer research into brand awareness, The Sharper Image is well-regarded and receives high marks for quality, trust and respect as well as product relevance in the bedding category. The Sharper Image brand license enhances our vision for Southerland’s future.”

About The Sharper Image: The Sharper Image has a rich 33 year history and reputation of offering a broad range of exciting, innovative and technology-rich products of superior quality and design. Today, under The Sharper Image's direction, a host of product licensees produce and market products in keeping with this brand legacy. For more information, please visit www.sharperimageusa.com.

About Southerland, Inc.: Since 1893, Southerland has delivered on the promise of value, quality and comfort as the foundation on which the company was built. Southerland is a 100% employee owned corporation dedicated to produce the finest quality bedding at appropriate prices with features needed for restful and uncompromising sleep and support. For more information, please visit www.southerlandsleep.com/.