



Live
Comfortably™

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Live Comfortably Onshores Production, Invests in American Workers

BOCA RATON, FL – Live Comfortably, one of the nation's leading manufacturers of utility bedding products, is onshoring additional production to increase manufacturing in the United States of America. "As the global marketplace grows increasingly volatile, we are taking decisive action to build a more resilient supply chain by relocating key machinery and production capabilities from overseas to the United States of America," said Brian Cassady, Chief Executive Officer of Live Comfortably.

With the largest domestic manufacturing workforce in our industry at over 1,100 employees, Live Comfortably is going further by expanding operations at facilities in Virginia, Texas, North Carolina, and California. This includes installing new equipment, investing in new machinery, and ramping up domestic throughput. As a result, we expect to add approximately 100 high-paying manufacturing jobs across our U.S. locations.

"We are grateful for President Trump's leadership in driving economic growth and creating an environment in America where companies like ours can thrive," said Brian Cassady. "This initiative will take time, but we believe it will ultimately benefit our company, including our employees, customers, and partners, as well as the overall American economy."

Beyond the reshoring initiative, Live Comfortably is also expanding long-standing U.S. manufacturing operations. From maintaining full-time facilities across multiple states to investing in next-generation production lines, Live Comfortably is scaling up its American output to meet growing demand, proving that American-made is still world-class.

"Our investment in the U.S. economy runs deep, with over \$200 million spent annually on wages, domestic supply purchases, royalties, sales operations, real estate, and other services. As we grow our domestic footprint in 2026, we anticipate that this figure may increase meaningfully, further strengthening our contribution to the American economy," noted Brian Cassady.

Live Comfortably serves millions of U.S. households through retail partnerships with the largest retailers in America, as well as major hotel and hospitality chains, helping them rest more comfortably through high-quality bedding products.

White House Collection & Mar-A-Lago Signature Series

Live Comfortably is pleased to announce that it is collaborating with representatives of the Trump Administration to unveil two exclusive collections: **the White House Collection and the Mar-A-Lago Signature Series**. These luxury bedding lines are inspired by its two iconic namesake properties and will be crafted in the United States, combining elegant design with American-made quality.

A portion of the profits from these special collections will be donated to the Trump Presidential Library, with additional details to be announced.

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