



## **FOR IMMEDIATE RELEASE**

Contact: Richard Brass  
T3 Recovery Products  
1-206-601-7169

### **PARK PLACE CORPORATION TEAMS UP WITH T3 RECOVERY PRODUCTS**

Seattle, Washington; July 27, 2010 - Park Place Corporation, one of the world's leading manufacturers of bedding products, based in Greenville, South Carolina, has recently signed an exclusive licensing agreement with T3 Recovery Products to produce and market their T3 Recovery Mattresses, the Mattress for the Human Race, which incorporates Ironman® Sleep Technology.

"We at T3 are very excited to welcome Park Place to the T3 Recovery Products group of licensees. Combining the rich history of Park Place and the Orders family with the worldwide recognition of T3 Recovery Products and Ironman bring complimentary values and technology together to offer T3 Recovery Products to Park Place's retailers," says Richard Brass, President of T3 Recovery Products.

Jimmy Orders, President of Park Place, is also looking forward to joining efforts with T3 Recovery Products to offer the T3 Recovery Mattress, the Official Mattress of Ironman. "Park Place is really looking forward to offering our retailers the combined strength of T3 Recovery Products technology and the power of the Ironman brand. This will bring new customer and revenue streams to our dealers," says Orders.

### **ABOUT PARK PLACE**

Park Place Corporation, founded in 1931 as Orders Mattress Company is headquartered in Greenville, South Carolina on a 40-acre campus in a Century 2000, state-of-the-art designed facility. Park Place manufactures mattresses primarily under the Park Place and Comfortaire brands. Founded during the throes of the Great Depression, the company continues to operate under the direction of three third-generation members of the Orders family. For more information, visit <http://www.parkplacecorp.com>.

### **ABOUT IRONMAN**

World Triathlon Corporation, owners and organizers of Ironman, is a Florida-based company recognized for athletic excellence, performance and quality products. With the addition of the Ironman 70.3 Series, Ironman now has more than 60 qualifying events worldwide. Supported by leading corporate partners, Ironman is the foremost sports brand in the world. Ironman has been a respected name in triathlon since its inception 32 years ago and is regarded as the world's most challenging endurance event.

### **ABOUT T3 RECOVERY PRODUCTS**

Seattle, WA based T3 Recovery Products is a worldwide company committed to designing quality products, such as mattresses, pillows, toppers and blankets that provide better sleep and faster recovery from life's human race. Through hard work and cutting-edge technology, T3 earned the worldwide rights to design and sublicense **The Official Sleep Products of Ironman®**. T3, T3 Recovery Products, Complete the Cycle, T3 Recovery Mattress, The Mattress for the Human Race, Recovery for the Human Race and Bedding for the Human Race are trademarks of T3 Recovery Products LLC. The Ironman logo is a trademark of the World Triathlon Corporation.

To learn more about T3 Recovery Products, please visit <http://www.t3recovery.com>.  
For more information on Ironman, visit the official Web site at <http://www.ironman.com>.