



September 15, 2016

What We Learned at Miracle Mattress

On behalf of the Miracle Mattress family, I want to apologize for the disrespectful and offensive social media advertisement published during the 9/11 Anniversary.

For the last week, our Miracle Mattress family has struggled with how to respond to the pain we caused and the deserved national outrage over this regrettable decision. Our most important step was to close our doors and remain silent through the 9/11 Anniversary. We closed to be respectful to those we hurt and offended. Here is what we learned and where we are going in the future:

1. **Our country suffered greatly on 9/11.** That day continues to be full of emotion and remembrance. It is not to be used in any manner that disrespects the sacrifices of those who lost their lives and the families who have carried forward.
2. **Our actions and words impact more than our customers** and we must remember to do our best every day. A horrible social media ad was created. It hurt people across the country. We own it and take full responsibility.
3. **Everything we put out to the public is a reflection of our company.** Moving forward, checks and balances will be in place to ensure professionalism in our advertising and community outreach.

We believe our best path forward is to re-open our doors as soon as possible, following the hiring of new staff and training. When we open, we will do so with a renewed focus on community support and humility.

We will make a donation to Tuesday's Children in New York to help their efforts. Formed in the aftermath of Tuesday, September 11th, 2001, Tuesday's Children is a response and recovery organization that supports youth, families, and communities impacted by terrorism and traumatic loss. We will also finalize identifying a non-profit in San Antonio that will partner with our Miracle Mattress family to continue our donation program of mattresses and box springs for children in the San Antonio community.

In closing, to the families of 9/11, we end with a heartfelt apology. We are truly sorry and regret the pain we have caused. We ask for forgiveness. To San Antonio, we simply say we are sorry for putting our community at the forefront of a national disgrace. We ask for forgiveness and an opportunity to earn support in the future.

Respectfully,

Mike Bonanno
Owner, Miracle Mattress