

**Serta Simmons Bedding LLC Brings Headquarters to Assembly**  
Over 500 Jobs Heading to The Integral Group's Doraville Development

Doraville (May 4, 2017) – The Integral Group is pleased to welcome Serta Simmons Bedding (SSB, LLC) to its Assembly development in Doraville, Ga. The Fortune 400 SSB is consolidating and relocating more than 500 jobs to Assembly Yards ([www.assemblyyards.com](http://www.assemblyyards.com)). The 250,000-square-foot facility will be densely set on approximately five acres and home to SSB's corporate headquarters, as well as cutting edge research & development, and international showroom facilities. The project will break ground this summer.

SSB is a pioneer in the comfort industry and currently holds the position as the No. 1 mattress manufacturer in the United States. In its new setting at Assembly, SSB is uniquely well located just 4 miles north of Buckhead, 2.5 miles from DeKalb Peachtree Airport (PDK) and offers employees unparalleled transportation options with direct access to MARTA public transit, and direct connectivity to Peachtree Road, I-285 and I-85.

Serta Simmons Bedding, LLC is located in Assembly Yards, a district within Assembly that is a progressive, adaptive reuse community that fosters a one-of-a-kind hub for art, technology, creativity, living, recreation and commerce. Assembly Yards is the anchor of the burgeoning art and restaurant district connecting the Peachtree Road corridor through Chamblee. In addition to SSB, Assembly Yards is home to Third Rail Studios, and soon will host retailers, theatres, a brewery, restaurants, bars, creative offices, multi-family housing and a creative collective of companies that support the film and television production industry.

Third Rail Studios opened in 2016 and is filming the Warner Brothers Hollywood blockbuster, Rampage, starring the Dwayne "The Rock" Johnson. The feature film is making use of the Assembly site as a studio backlot to recreate the top of the Sears Tower in Chicago, the Coronado Bridge in San Diego and parts of Mount Rushmore.

"Assembly Yards is all about making connections in a engaging mixed-use environment. SSB is a perfect tenant for the development; it speaks to the caliber and diversity of industries that will call Assembly home," said Egbert L. J. Perry, Chairman and CEO of Integral. "With this and other exciting announcements that we plan to make in the coming months, I know this will be an impactful development for the Atlanta metro region"

Taking advantage of incentives by virtue of being located at the Assembly site, users at Assembly qualify for Opportunity Zone Tax Credits offering up to \$17,500 in tax credits per employee.

[www.assemblyyards.com](http://www.assemblyyards.com)

## **ABOUT ASSEMBLY**

Assembly, a 145-acre, 10 million-square-foot redevelopment of the former Doraville General Motors assembly plant, is one of the largest transit-oriented developments in the United States. It is truly a connected community offering residents and tenants up to 50-gigabit connectivity. The site's owner and developer, The Integral Group, purchased the property in 2014 and has been working with the nation's top architects and planners to create a sustainable and progressive community that is consistently focused on meeting the individual, civic and corporate needs of its citizens and neighbors.

## **ABOUT INTEGRAL**

**The Integral Group** is a vertically integrated national real estate development and investment firm founded in 1993 and focused on the revitalization and enhancement of urban communities in major markets throughout the United States. The firm has 5 offices and approximately 300 employees nationwide. Integral and its principals have completed transactions in excess of \$5 billion in a variety of urban markets. The Integral platform includes all aspects of the investment and development process from acquisition to development and investment management to construction management. The firm and its principals have led investments in major urban master planned communities and urban mixed-use projects. Key platforms include Urban Master Planned Communities, Transit-oriented Development, Residential High-Rise/Mixed Use, Mixed Income Multi-Family Housing, Senior Housing and Student Housing.

Integral is led by Egbert Perry, CEO and Chairman, a highly respected pillar of the Atlanta community. In addition to his leadership at Integral, Mr. Perry serves on various high profile boards, including Fannie Mae, University of Pennsylvania, the Penn Institute for Urban Research and Central Atlanta Progress, and has served previous stints on the boards of the Federal Reserve Bank of Atlanta and Children's Healthcare of Atlanta.