



To The Future,

Seven days ago they said it could not be done. Seven days ago we joked online about just how powerful a pillow company could be. To the believers - those who dared to imagine a pillow company could be about more than just pillows - thank you for turning our wildest dreams into reality. Rest assured, Good Pillow is well underway :^)

From day one we've set out to create a pillow company that is, simply put: Good. This seemingly straightforward idea stems from the mindset that everyone deserves a Good night's sleep, coupled with the belief that we deserve to feel Good about the brands we choose to support. Good Pillow's commitment to being a quality, ethical, and sustainable company exists at the forefront of all our business decisions large and small.

Why? To inspire a new generation of Americans to live the American Dream by giving back and supporting causes you believe in, to create a true conscious consumer movement— all while getting a Good night's sleep.

Here's what we mean when we say "Good":

- Good Pillow pledges to support charitable organizations working to improve the lives of everyday Americans & people across the world.
- Good Pillow pledges to have an active dialogue with its customers regarding which causes it will allocate a percentage of profits to.
- Good Pillow pledges to be sustainably sourced and to be environmentally accountable.
- Good Pillow pledges to employ well-paid, unionized manufacturers.
- Good Pillow pledges to be Made in America.





- Good Pillow pledges to place a strong emphasis on hiring those who have traditionally struggled with seeking employment, including: veterans, refugees, people with disabilities, and people who were formerly incarcerated.
- Good Pillow pledges to fill our Board of Directors with people who *actually* represent America. We've seen companies and leaders rely on symbolic gestures as a substitute for real change. We commit to ensuring our actions demonstrate the depth of our commitment.
- Good Pillow pledges to appoint a Chief Progressive Officer to its executive team, whose sole purpose is to ensure we stay true to our vision.

We'll be honest - this isn't going to happen overnight, and that's because we're committed to doing this the right way. Though we've spent 1/3 of our lives on pillows, we can't say we know everything about pillow manufacturing. That's why we're not sacrificing quality for time. We must invest in our foundation to make Good on our promises.

At present, Good Pillow is in the midst of negotiating and solidifying key details with our Board of Directors, manufacturing partners, employees, advisors, and an exciting influencer network with a combined reach of over 250 million people and counting. Before we launch, though, we must take some time to put our heads down, out of respect for the three year anniversary of the shooting in Parkland, Florida on February 14th. While we step back to honor those we lost on that horrific day, we remain fully committed to delivering on what we've promised. We couldn't be more thrilled to share more important updates immediately following our blackout period.

Thank you for embarking on this journey with us to prove that we can turn Good dreams into reality :)

~ David & Willam

