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**SIMMONS' NEWEST MATTRESS INNOVATION PROMOTES BETTER HEALTH
BY ENABLING CONSUMERS TO CLEAN THEIR BEDS**

*-Washing the mattress top helps to remove 98 percent of harmful bacteria,
germs and allergens from the bed-*

(ATLANTA – October 14, 2004) - In the quest for a clean and healthy sleeping environment, consumers have used vacuums, soap, disinfectant sprays, baking soda and other cleaning remedies to rid their mattresses of stains, sweat, germs and dust mites. However, the effectiveness of such methods could never be assured...until now.

Simmons Bedding Company, one of the world's largest mattress manufacturers, today unveiled its latest innovation, the HealthSmart™ Bed, featuring a zip-off mattress top that may be laundered or dry cleaned. The top is available on all Simmons Beautyrest® and BackCare® mattresses targeted to sell at price points of \$1,599 and above as well as on select BackCare Kids® mattresses. Simmons' introduction coincides with this week's International Home Furnishings Conference held in High Point, N.C.

Simmons developed the HealthSmart™ Bed after fielding thousands of inquiries every year from customers asking how they should clean their mattresses. "We usually receive 10-20 online inquiries per day about how to make a mattress clean as new again," said Simmons Vice President of Innovation Kurt Ling. "People have an awareness of the unpleasant things they might be sleeping on, as well as the germs, bacteria and mites lurking inside their bed. Until now, there were no real consumer-friendly options for cleaning a mattress to create a healthy sleep environment, so it's become one of the few things in the home that cannot be rid of allergens, bacteria and odor."

In preparation for the development of the product, Simmons partnered with Procter & Gamble's Worldwide Strategic Alliances division and the Tide® brand, and learned that even if a bed is unstained, it is probably anything but clean, because less than 25 percent of soils are visible. In addition, mattresses provide refuge to millions of dust mites, fungal spores, sweat, bacteria and odors. Consumers can remove many of these stains and allergens by washing the HealthSmart™ mattress top in hot water with detergent such as Tide with Bleach®, and drying with a cycle time equivalent to a load of towels. The mattress top can also be dry cleaned, which will destroy the allergens.

Renowned microbiologist Philip Tierno, Jr., Ph.D., author of [The Secret Life of Germs](#), is consulting with Simmons on its latest innovation and says, "The HealthSmart™ Bed is a phenomenal product that is long overdue. Outside of the kitchen, the bedroom is the most germ-infested room in a home. Given that people are in close physical proximity with their beds for many hours each night while sleeping for a lifetime, proper mattress hygiene is an

(more)

important component to healthy sleep. While products exist to combat kitchen germs, the HealthSmart™ Bed is currently the only mattress that reduces dust mites, mold and fungal spores through the use of proper washing techniques.”

Washing is possible because of the zip-off mattress top design and the materials used in its construction. The HealthSmart™ Bed is made with three layers of fabric, each serving a specific purpose in the creation of a healthier sleep environment:

- Coolmax® channeled fibers wick away sweat and moisture as you sleep and allow fabric to dry quickly in the laundry.
- Nano-Tex™ creates a semi-impervious layer that traps fluids and particles so they can be washed away.
- Terry cloth treated with Teflon® fabric protector provides an extra level of protection.

Replacement HealthSmart™ mattress tops are available for purchase.

Simmons is promoting better sleep and better health through the HealthSmart™ Bed, which has adopted the line “wash with Tide®, tested in Maytag® washers” to inform consumers of its affiliations with these well known household brands.

“We are pleased to be working with Simmons, a company with a legacy for innovation in the bedding industry,” said George Grody, director of Global Strategic Alliances at Procter & Gamble. “Together, we’re doing our part to create awareness around the fact that sleeping on a clean mattress is an important component of overall personal hygiene and better health.”

Maytag Vice President and General Manager Bill Deter adds, “We’re happy to partner with Simmons on this exciting new product. Maytag washers are known for their dependability and capacity, and they are the logical choice for washing your new zip-off mattress top.”

To learn more about clean and healthy sleep, please visit www.healthsmartbed.com.

About Simmons

Atlanta-based Simmons Bedding Company is one of the world's largest mattress manufacturers, manufacturing and marketing a broad range of products including Beautyrest®, BackCare®, BackCare Kids™, Olympic® Queen, Deep Sleep® and säng™. The Company operates 18 core manufacturing facilities throughout the United States and Puerto Rico. Simmons is committed to helping consumers attain a higher quality of sleep and supports that mission through its Better Sleep Through Science® philosophy, which includes developing superior mattresses and promoting a sound and smart sleep routine. For more information, visit the Company's website at www.simmons.com.

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This press release includes forward-looking statements that reflect Simmons' current views about future events and financial performance. Words such as “estimates,” “expects,” “anticipates,” “projects,” “plans,” “intends,” “believes,” “forecasts” and variations of such words or similar expressions that predict or indicate future events, results or trends, or that do not relate to historical matters, identify forward-looking statements. The forward-looking statements in this press release speak only as of the date of this release. These forward-looking statements are expressed in good faith and we believe there is a reasonable basis for them. However, there can be no assurance that the events, results or trends identified in these forward-looking statements will occur or be achieved. Investors should not rely on forward-looking statements because they are subject to a variety of risks, uncertainties, and other factors that could cause actual results to differ materially from our expectations. These factors include, but are not limited to: (i) the level of competition in the bedding industry; (ii) legal and regulatory requirements; (iii) the success of new products; (iv) our relationships with our major suppliers; (v) fluctuations in costs of raw materials; (vi) our relationship with significant customers and licensees; (vii) our labor relations; (viii) departure of key personnel; (ix) encroachments on our intellectual property; (x) product liability claims; (xi) the timing, cost and success of opening new manufacturing facilities; (xii) our level of indebtedness; (xiii) interest rate risks; (xiv) future acquisitions; (xv) an increase in return rates; and (xvi) other risks and factors identified from time to time in our and our predecessor's reports filed with the Securities and Exchange Commission, including the Form 10-K for 2003, the Form 10-Q filed for the first quarter of 2004, and the Form 10-Q filed for the second quarter of 2004. We undertake no obligation to update or revise any forward-looking statements, either to reflect new developments or for any other reason.