



**FOR IMMEDIATE RELEASE**

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**SIMMONS PRESENTS ELLEN DEGENERES AUDIENCE MEMBERS WITH  
HEALTHSMART™ BEDS**

*--Bedding company participates in "Ellen's 12 Days of Giveaways"--*

**(ATLANTA – December 16, 2004)** – Simmons Bedding Company presented beds to the studio audience of *The Ellen DeGeneres Show* yesterday at the taping of the program's "12 Days of Giveaways" series. Each audience member received their desired size of Simmons' new HealthSmart™ Bed, which is priced to retail at approximately \$1,599 for a queen size mattress. The bed features a removable mattress top that may be laundered or dry cleaned. Simmons has also provided beds for five visitors to the show's website who will be selected by an online drawing.

"We are extremely excited to partner with *The Ellen DeGeneres Show* for this unique opportunity," said Scott Whitaker, Vice President of Marketing at Simmons. "The HealthSmart™ Bed is the most revolutionary product to hit the bedding industry in years. Ellen and her producers recognized the innovation behind the bed's design and knew that her audience would appreciate the benefits of a healthy sleep environment."

The bed's combination of fabrics helps wash away moisture, germs, dust mites and bacteria in the mattress top just like when you clean your sheets. Retailers will begin carrying the mattress in January 2005. To find out when the HealthSmart™ Bed will be available in your area, please visit [www.healthsmartbed.com](http://www.healthsmartbed.com). For images or more information on the inclusion of the HealthSmart™ Bed in "Ellen's 12 Days of Giveaways," please contact Christine Foster at 404-266-0899 ext. 101 or [cfoster@trone.com](mailto:cfoster@trone.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 HealthSmart™. The Company operates 17 non-juvenile bedding and three juvenile bedding manufacturing facilities across 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](http://www.simmons.com).

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