



FOR IMMEDIATE RELEASE

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SIMMONS' NEW HEALTHSMART™ BED EARNS THE GOOD HOUSEKEEPING SEAL

(ATLANTA – February 1, 2005) – Simmons Bedding Company's new HealthSmart™ Bed has been granted the Good Housekeeping Seal after an evaluation by the Good Housekeeping Institute.

The HealthSmart™ Bed's unique combination of fabrics helps wash away moisture, germs, dust mites and bacteria in the mattress top just like when you clean your sheets.

"We are excited that the HealthSmart™ Bed will proudly display the Good Housekeeping Seal," said Scott Whitaker, Vice President of Marketing at Simmons. "We view this opportunity as an achievement that underscores Simmons' continued commitment to excellence in the mattress industry." Simmons will incorporate the Seal in its television and print advertising campaign beginning in February 2005.

To find out when the HealthSmart™ Bed will be available in your area, please visit www.healthsmartbed.com. For more information on Simmons and the HealthSmart™ Bed, please contact Christine Foster at 404-266-0899 ext. 101 or 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 conventional bedding manufacturing facilities and three juvenile bedding manufacturing facilities across the United States and Puerto Rico. Simmons is committed to developing superior mattresses and promoting a higher quality sleep for consumers around the world. 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, and the Form 10-Qs filed for the first, second and third quarters of 2004. We undertake no obligation to update or revise any forward-looking statements, either to reflect new developments or for any other reason.