



**FOR IMMEDIATE RELEASE**

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**SIMMONS LAUNCHES \$15 MILLION AD CAMPAIGN TO PROMOTE ITS NEW  
HEALTHSMART™ BED**

*-Bed also featured in New York Fashion Week Celebrity Goody Bag-*

**(ATLANTA – February 7, 2005)** – Simmons Bedding Company, one of the world's largest mattress manufacturers, launched a \$15 million advertising campaign today for its latest innovation, the HealthSmart™ Bed, which features a zip-off mattress top that can be laundered or dry cleaned. The campaign, consisting of direct response television commercials and national print advertisements, marks the first time Simmons has advertised nationally since 2001.

"We decided that a product as unique as the HealthSmart Bed deserves a significant introduction to let consumers know that a clean and healthy sleep environment is possible," said Scott Whitaker, Vice President of Marketing at Simmons. "While the concept of a bed that can be washed is certainly innovative, most people respond by saying 'why hasn't anyone done this before?' There's no better way to communicate the benefits of our HealthSmart bed than to demonstrate its functionality, so that's the basis of our ads."

The HealthSmart Bed television commercial began running today and is scheduled to air on over 20 cable networks and during select syndicated programs on network affiliates. HealthSmart Bed print ads are targeted to begin appearing in monthly magazines in April. Both the television and print ads target women between the ages of 25 and 54. Simmons will incorporate the Good Housekeeping Seal, which was recently granted to the HealthSmart Bed, in its advertisements for the product.

Simmons' marketing plan for the HealthSmart Bed will also include consumer public relations and interactive strategies. The bedding giant has employed outside agencies to market the HealthSmart Bed: Chicago-based Leo Burnett USA is handling both television and consumer print advertising and TroneAtlanta is charged with public relations. Starcom North America handles the media. Simmons intends to identify an agency to handle its interactive advertising.

The advertising launch coincides with the inclusion of a coupon to receive the HealthSmart Bed in New York Fashion Week's celebrity goody bag. The theme of this season's gift collection is "Bed in a Bag." The goody bags will be given to 20 celebrities attending Fashion Week shows from February 4<sup>th</sup>-11<sup>th</sup> and will be featured tonight at a Fashion Week party hosted by rap artist Kanye West.

(more)

To find out when the HealthSmart Bed will be available in your area, please visit [www.healthsmartbed.com](http://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](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 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](http://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.*