



FOR IMMEDIATE RELEASE

CONTACT:

Christine Foster
TroneAtlanta
404-266-0899
cfoster@trone.com

**SIMMONS' VICE PRESIDENT OF INNOVATION, KURT LING, NAMED TO
FAST COMPANY MAGAZINE'S FAST 50 LIST**

(ATLANTA – March 8 , 2005) – Fast Company magazine named Simmons Bedding Company's Vice President of Innovation, Kurt Ling, to its 2005 Fast 50 list, a compilation of 50 individuals whose innovation and achievements caused significant changes in their respective industries over the past year. The list was published in the February 2005 issue of Fast Company, which selected Kurt for the honor after learning that he spearheaded the creation of the HealthSmart™ Bed, a mattress featuring a zip-off top that can be laundered or dry cleaned.

"The development of HealthSmart will alter the way both consumers and bedding industry experts view mattresses by making it possible for people to clean their beds," said Bob Hellyer, Simmons' President. "Kurt's creativity enabled our company to meet a need that consumers have had for decades. We applaud our team's enthusiasm and dedication, which helped make it possible for people to now enjoy a clean and healthy sleep environment."

Fast Company editors select the Fast 50 by evaluating information from an online application, examining ratings of applicant entries by visitors to the Fast Company website and conducting interviews with the candidates.

To learn more about the Fast 50, please visit www.fastcompany.com. To find out when the HealthSmart Bed will be available in your area, 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 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. Media inquiries should be directed to Christine Foster, 404.266.0899, ext 101, cfoster@trone.com or Katie O'Neill, 404.266.0899, koneill@trone.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.