



FOR IMMEDIATE RELEASE

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**SIMMONS LAUNCHES NEW LINE OF MATTRESSES
SPECIFICALLY DESIGNED FOR BABIES AND KIDS**

(ATLANTA – MAY 23, 2005) – Simmons Bedding Company launched its Simmons Kids™ line of mattresses and baby accessories today at the International JPMA Show in Orlando. Devoted specifically to the sleep needs of children, Simmons Kids™ provides bedding products for babies, teens and in-betweens. The line consists of three primary brands—Simmons Kids™, the value brand of baby mattresses; BackCare Baby™, moderate to premium priced crib mattresses that feature Healthy Support™ Pocketed Coil® Springs and BackCare Kids®, Simmons' established line of beds for kids age four and up.

“Simmons Kids is dedicated to providing babies and children with a healthy sleep environment,” said Anne Kozel, Simmons Kids brand director. “Children require more sleep than adults, and we provide superior support and comfort during sleep to ensure proper development. Our products are designed to meet the special needs of both moms and their children.”

Simmons designed all of the beds in the line to be non-flip, so they never need to be flipped or rotated, and included other low maintenance features in the products to make moms' lives easier:

- The Simmons® **Baby Mattress** line contains a washable, wet-resistant 100% vinyl cover that is hypoallergenic and can be wiped clean.
- **Select BackCare Baby™** models feature AllerCare™ self-replenishing fibers to help reduce allergens in the mattress.
- **BackCare Kids®** contains either a MoistureBan™ cover treatment, which repels moisture and wetness for the life of the product during a time when children are pre-disposed to bed wetting, or the HealthSmart™ zip-off mattress top that helps capture debris and allergens on the top of the bed so they can be washed away just like when you clean your sheets.

In preparation for the development of the Simmons Kids™ crib mattress line, Simmons conducted research and interviewed mothers about their baby mattress shopping experiences. According to Simmons' findings, moms feel that no company currently holds the title of “baby mattress expert.” Simmons Kids™ plans to fill that role. The line's website, www.simmonskids.com, contains descriptions of Simmons Kids™ products and provides information on the importance of healthy sleep for children, interactive games for parents and kids and an online area where moms can share sleep-related parenting tips with each other.

(more)

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™. Its Simmons Kids™ division specializes in providing bedding products specifically designed for babies and children. The Company operates 17 conventional bedding manufacturing facilities and three children's 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, ext. 125, 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. We undertake no obligation to update or revise any forward-looking statements, either to reflect new developments or for any other reason.