



Better Sleep Through Science.®

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**FOR IMMEDIATE RELEASE**

**SIMMONS COMPANY TO ACQUIRE CRIB MATTRESS BUSINESS**

**ATLANTA, (July 22, 2004)** – Simmons Company announced today that it has agreed to acquire the crib mattress and related soft goods business of Simmons Juvenile Products Company, Inc., a U.S. licensee of Simmons. The transaction includes the company’s operations in York, PA, Oshkosh, WI and Ontario, CA and is expected to close by the end of Simmons’ third quarter.

In making this announcement, Simmons Chairman and CEO, Charlie Eitel, commented, “We are extremely excited about welcoming Simmons Juvenile’s crib mattress business back into the Simmons family. Since 1987, Al Marchitto and his management team have worked to make the Simmons name prominent in the juvenile market. With direct ownership, we are now better positioned to take advantage of this growing sector of the market and see the juvenile crib mattress category as a natural extension of our company’s mission of providing better sleep and the improved quality of life that comes from a better night’s sleep at all ages. This business is a perfect complement to our successful BackCare Kids® line, which was introduced in 2002.” Simmons Juvenile’s key customers include Babies R Us and Baby Depot.

Al Marchitto, Chairman and CEO of Simmons Juvenile Products, added that, “This is an exciting time for all of the associates at Simmons Juvenile, as well as for our valued retail partners. The Simmons® brand is well established in the crib mattress category and this agreement to rejoin the Simmons family sets the stage for its continued long-term growth in the juvenile marketplace. We share the enthusiasm and excitement with regard to working with Simmons on the transition of this business back into the Simmons fold.”

## **Simmons To Acquire Crib Mattress Business (cont'd) ...**

LaSalle Corporate Finance, a division of ABN AMRO Financial Services, Inc., was the financial advisor to Simmons Juvenile Products Company. BB&T Capital Markets served as advisors to Simmons Company in this transaction.

Atlanta-based Simmons Company is one of the world's largest mattress manufacturers, manufacturing and marketing a broad range of products including Beautyrest<sup>®</sup>, BackCare<sup>®</sup>, BackCare Kids<sup>®</sup>, Olympic<sup>®</sup> Queen, Deep Sleep<sup>®</sup> and säng<sup>™</sup>. The Company operates 18 plants throughout 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*<sup>®</sup> philosophy, which includes developing superior mattresses and promoting a sound and smart sleep routine. For more information, consumers and customers can visit the Company's Web site at [www.simmons.com](http://www.simmons.com).

### **Safe Harbor Statement**

This press release contains forward-looking statements relating to the proposed acquisition of certain assets of Simmons Juvenile Products Company, Inc. Actual events and the timing of such events could differ materially.

#### **SIMMONS COMPANY**

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