



FOR IMMEDIATE RELEASE

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SIMMONS BEDDING COMPANY PROMOTES HEADS OF LEGAL, MARKETING AND HUMAN RESOURCES TO EXECUTIVE VICE PRESIDENTS

(ATLANTA – MARCH 22, 2007) – Simmons Bedding Company announces the promotion of three current senior vice presidents to executive vice president positions. Kristen McGuffey has been promoted from senior vice president and general counsel to executive vice president and general counsel; Tim Oakhill has been promoted from senior vice president of marketing and licensing to executive vice president of marketing; and Kimberly Samon has been promoted from senior vice president of human resources to executive vice president of human resources.

“Kristen, Tim and Kimberly each have demonstrated executive-level leadership abilities with their respective teams over the past year,” said Charlie Eitel, Simmons’ chairman and chief executive officer. “Their influence and guidance have helped Simmons grow as an organization.”

Simmons President Gary Matthews added: “We are very excited about promoting Kristen, Tim and Kimberly. I’ve been impressed with their numerous accomplishments, which have helped Simmons generate real sales and share momentum. Moreover, they have built excellent teams and provided superior leadership that has prepared us for an even brighter future.”

For more information, please visit www.simmons.com.

About Simmons Bedding Company

Atlanta-based Simmons Bedding Company, a subsidiary of Simmons Company, is one of the world's largest mattress manufacturers, manufacturing and marketing a broad range of products including Beautyrest[®], BackCare[®], Beautyrest Black[™], Natural Care[™] Latex, BackCare Kids[®] and DeepSleep[®]. It operates 21 conventional bedding manufacturing facilities and two juvenile bedding manufacturing facilities across the United States, Canada and Puerto Rico. Simmons also serves as a key supplier of beds to many of the world's leading hotel groups and resort properties. Simmons Bedding Company 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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