



**FOR IMMEDIATE RELEASE**

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**SIMMONS PARTNERS WITH UNITED FURNITURE INDUSTRIES, INC.  
ON UPHOLSTERY BRANDING**

**(ATLANTA – October 14, 2008)** – Simmons Bedding Company announced today that it is partnering with United Furniture Industries, Inc., to brand its collection of furniture with the Simmons® and Beautyrest® brands. The license agreement combines the strength of Simmons' technology and brand names with the fashion-forward look of United Furniture's lines of stationary upholstery, motion upholstery, recliners and sleepers.

"We are thrilled to be working with an innovative, high-quality furniture provider like United Furniture," said Tim Oakhill, Simmons' executive vice president of marketing. "We chose to work with United Furniture because of the wide selection and quality tailoring United offers consumers. Our goal was to partner with the industry leader, and United Furniture definitely meets that criterion."

The collection officially will launch in January 2009. As part of the process to find a new upholstery partner, Simmons engaged Mann, Armistead & Epperson, Ltd. to assist in reviewing the marketplace options, soliciting potential partners and executing the transaction.

"We are excited about partnering with such a company that is recognized by the U.S. consumer as a leading brand name in quality and innovation," said Larry George, president of United Furniture. "We believe that incorporating the rich heritage of the Simmons brand with our quality, value-driven upholstery will give our product a superior edge at the retail level."

For more information, visit [www.simmons.com](http://www.simmons.com).

## **About Simmons Company**

Atlanta-based Simmons Bedding Company is one of the world's largest mattress manufacturers, manufacturing and marketing a broad range of products including Beautyrest®, Beautyrest Black®, Beautyrest Studio™, ComforPedic by Simmons™, Natural Care®, Beautyrest Beginnings™ and Deep Sleep®. Simmons Bedding Company operates 19 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 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).

## **About United Furniture Industries**

United Furniture Industries for 26 years has specialized in manufacturing quality fashion forward, value driven upholstered stationary, leather, sleepers and motion furniture. United Furniture Industries has 5 state-of-the-art U.S. plants in North Carolina and Mississippi. An “Express Ship” program housed in 2.5 million square feet of manufacturing and warehouse space offers rapid replenishment to customers in five business days. United Furniture is committed to delivering Style, Comfort and Value in every piece of furniture to its customers. For more information, visit [www.unitedfurnitureindustries.com](http://www.unitedfurnitureindustries.com).

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### **“Safe Harbor” Statement under Private Securities Litigation Reform Act of 1995:**

*This press release includes forward-looking statements that reflect our 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 report. 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) general economic and industry conditions; (ii) competitive pressures in the bedding industry; (iii) legal and regulatory requirements; (iv) interest rate and credit market risks; (v) compliance with covenants in our debt agreements; (vi) the changes in our key personnel; (vii) the success of our new products and the future costs to roll out such products; (viii) our relationships with and viability of our major suppliers; (ix) fluctuations in our costs of raw*

*materials and energy prices; (x) our relationship with and viability of significant customers and licensees; (xi) our ability to increase prices on our products and the effect of these price increases on our unit sales; (xii) an increase in our return rates and warranty claims; (xiii) our labor relations; (xiv) encroachments on our intellectual property; (xv) our product liability claims; (xvi) our level of indebtedness; (xvii) foreign currency exchange rate risks; (xviii) our future acquisitions; (xix) our ability to achieve the expected benefits from any personnel realignments; and (xx) other risks and factors identified from time to time in our 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.*