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SIMMONS ANNOUNCES WINNERS OF “I REALLY WANT MY BEAUTYREST MATTRESS” CONTEST; COMPANY LAUNCHES NEW ONLINE SWEEPSTAKES FOR CONSUMERS
-Mattress producer’s online promotion strategy uses Web links, newsletter and social media-

(ATLANTA – December 1, 2009) – Simmons Bedding Company continues to strengthen its position as the bedding industry leader in online marketing with the announcement of the “I REALLY Want My Beautyrest® Mattress” contest winners and the launch of a new online promotion called the “Question of the Day Sweepstakes,” which starts today and will run through January 31. Simmons’ online marketing strategy leverages the latest Web-based communication technologies as a way to generate excitement about the Simmons® brand and to build relationships with online consumers. So far, the program has succeeded on both fronts by expanding Simmons’ Web presence and creating consumer demand for additional online promotions.

“Given the rise in social networking and the fact that most consumers use the Internet to research major home purchases, we’ve taken the opportunity to reach consumers directly through online contests and sweepstakes,” said Tim Oakhill, Simmons’ executive vice president of marketing. “Our online communications efforts are designed to engage consumers in a dialogue that provides them with a better understanding of Simmons and of how our products will help them obtain a better night’s sleep.”

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The “I REALLY Want My Beautyrest® Mattress” Contest

Simmons recently announced the winners of the “I REALLY Want My Beautyrest® Mattress” promotion, an online contest where consumers submitted videos or photos and essays explaining why they wanted a Beautyrest® mattress for the chance to win one of 10 brand new Beautyrest® mattresses from Simmons.

“The ‘I REALLY Want My Beautyrest® Mattress’ promotion gave consumers the chance to showcase their creativity and individual expression,” said Oakhill. “We loved hearing consumers’ stories, which ranged from tugging at your heartstrings to downright funny. Our customers often tell us how much they love their Beautyrest® mattress, and the contest videos, photo essays and poems were a wonderful addition to the stories we hear every day.”

Simmons received 250 contest entries during the three-month “I REALLY Want My Beautyrest® Mattress” promotion, which ran from July 1 through Sept. 30, and more than 37,000 votes were cast for favorite submissions over the course of the contest. The company encouraged participation in the promotion through a variety of online tools including links on the Simmons® and Beautyrest® home pages, a refer-a-friend feature on the contest Web site, a monthly e-mail newsletter to consumers and social media components such as a Facebook® application and Twitter® posts about the contest. Simmons also provided retailers with a contest widget that they could host on their store’s home page. Together, these efforts helped to generate more than 178,000 page views of the promotion’s Web site, <http://contest.simmons.com>.

The promotion’s 10 winning entries, which were selected through a final round of public voting by visitors to the contest Web site, illustrate a variety of personal reasons for wanting a Beautyrest® mattress and reflect the significant role a good night’s sleep plays in each consumer’s daily life. The winning submissions, which may be viewed at <http://contest.simmons.com>, include the following:

- “Diana” describes how a consumer experiencing back pain cannot afford a new Beautyrest® mattress due to the financial hardships of living on disability.
- “Saying Goodbye” is a mother’s ode to the quality sleep she has been missing for the past 10 years.
- “Dreaming ...” explains via rhyme the need for a new Beautyrest® mattress to fit a queen-size bed frame won in another contest.

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- “Wake Up, Dad!” is a poem told from a baby’s point of view that describes the trouble Dad has getting up in the morning.
- “New Bounce House ... I Mean Mattress!” tells why a family needs a new Beautyrest® mattress from each family member’s viewpoint; the needs range from helping the father’s health issues to the son wanting a bed with more bounce.
- “I REALLY Want My Beautyrest® Mattress” explains how the stress caused by a flooded apartment makes a new Beautyrest® mattress a major desire.
- “Mood Swings Without My Beautyrest” illustrates how a Beautyrest® mattress affects a toddler’s mood—with a Beautyrest® mattress, the child is happy; without it, the child cries.
- “Sharing a Bed Built for One” is a video entry showing the issues a tall couple faces when sharing a full-size mattress.
- “They Need a Break” is a plea for a consumer’s in-laws to receive a new Beautyrest® mattress because they have health problems and are unable to afford a new bed.
- “The Case of the Missing Mattress” describes how a mother and daughter must sleep on the floor because their supposedly new bed turned out to be a refurbished used mattress.

The “Question of the Day Sweepstakes”

In contrast to the creative aspects of the “I REALLY Want My Beautyrest® Mattress” contest, Simmons’ “Question of the Day Sweepstakes” will feature a straightforward question and multiple-choice answer format with one question posted on the contest Web site, <http://sweepstakes.simmons.com>, each day. The questions will cover a range of topics including Simmons® brands, company history and sleep tips, and all answers can be found on the company’s Web site, www.simmons.com. One winner will be selected from each day’s entrants, and that individual will receive a prize of Beautyrest® pillows or sheets, courtesy of Simmons® licensee Louisville Bedding Company. All daily winners automatically will be entered into a grand prize drawing for a new Simmons® Beautyrest Black® mattress valued up to \$3,000.

“The ‘Question of the Day Sweepstakes’ is the perfect follow up to the ‘I REALLY Want My Beautyrest® Mattress’ contest because it builds on the momentum of our earlier promotion and

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is simple for consumers to enter—all they have to do is answer a multiple-choice question,” said Oakhill. “Our goal for the sweepstakes is to educate consumers about the basics of sleep, the different mattress technologies available and the Simmons® brands in a meaningful, yet easy-to-understand way, and because consumers can enter the sweepstakes every day if they choose, they’re able to learn something new on a daily basis.”

When publicizing the “Question of the Day Sweepstakes” to consumers, Simmons will continue to leverage many of the techniques used to promote the “I REALLY Want My Beautyrest® Mattress” contest, including links on the Simmons® and Beautyrest® Web sites, posts on Simmons’ Facebook® and Twitter® pages, a “share this” functionality and communications via the company’s e-mail newsletter.

For more information about Simmons’ online promotion efforts, including the “Question of the Day Sweepstakes” and the “I REALLY Want My Beautyrest® Mattress” contest, visit www.simmons.com.

About Simmons Bedding 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 NxG®, Beautyrest Studio™, ComforPedic by Simmons™, ComforPedic Loft™, Natural Care®, Beautyrest Beginnings™ and BeautySleep®. Simmons Bedding operates 19 conventional bedding manufacturing facilities and one juvenile bedding manufacturing facility across the United States, Canada and Puerto Rico. Simmons Bedding also serves as a key supplier of beds to many of the world’s leading hotel groups and resort properties. Simmons Bedding is committed to developing superior mattresses and promoting a higher quality sleep for consumers around the world. For more information, visit Simmons Bedding's Web site at www.simmons.com.

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