



**FOR IMMEDIATE RELEASE**

**For more information:**

Christine Foster  
three PR  
404.835.4524  
[cfoster@3atlanta.com](mailto:cfoster@3atlanta.com)

Katie O'Neill  
three PR  
404.835.4527  
[koneill@3atlanta.com](mailto:koneill@3atlanta.com)

**SIMMONS CELEBRATES 85 YEARS OF BEAUTYREST® WITH NEW LINE THAT OFFERS BROADEST RANGE OF FEELS AND COMFORT CHOICES**  
*-Company showcases Beautyrest® Super Pocketed Coil® springs and debuts comfort and aesthetic advancements through BeautyStyle™ and BeautyFeel™ -*

**(ATLANTA – Feb. 1, 2010)** – Simmons Bedding Company's flagship Beautyrest® brand celebrates its 85<sup>th</sup> anniversary this year, and the company is marking the occasion with a new Beautyrest® mattress line completely redesigned for 2010 to be introduced February 1-5 at the Las Vegas Furniture Market.

The new Beautyrest® mattress line offers individually encased Beautyrest® Super Pocketed Coil® springs featuring new BeautyPlush™, BeautyFirm™ and BeautyLuxeFirm™ comfort choices for unsurpassed motion separation, conformability, support and durability. The line's new BeautyStyle™ aesthetics feature luxurious fabrics and enhanced visual appeal while new construction designs offer unique BeautyFeel™ comfort allowing Beautyrest® to offer the broadest range of unique feels in the industry.

Simmons is promoting the new Beautyrest® mattress line with significant marketing support, including dealer television tags, patent-pending point-of-sale materials, online promotions and public relations. A new Beautyrest® Web site is under development and a new tagline, "*It's not just sleep, it's Beautyrest™*," will roll out across all communications platforms.

From firm to plush, tight top to pillow top, the new Beautyrest® mattress collection offers retailers a full range of values and technologies. Using unique types of comfort layers and support foams, every mattress is scientifically engineered to enhance the inherent qualities of

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Beautyrest® Super Pocketed Coil® springs. BeautyStyle™ mattress aesthetics create eye-catching consumer appeal while BeautyFeel™ provides consumers with the unique comfort that comes from sleeping on a new Beautyrest® mattress.

“We carefully designed the new Beautyrest® line to leverage the hallmarks of the brand, which include unparalleled motion separation, durability, conformability and support, while enhancing a consumer’s sleep experience through BeautyFeel™ comfort. The combination of performance benefits from the Beautyrest® Super Pocketed Coil® springs, consumer-driven style and the broadest range of comfort choices in our 85-year history allows us to say *‘Its not just sleep, it’s Beautyrest™, ’*” said Beautyrest® Brand Director Rolf Sannes.

At Market, Simmons is unveiling three new Beautyrest® lines with suggested queen retail prices of \$599-\$1,999, including:

- **Beautyrest® Classic mattresses** feature the unique comfort and support of 800 density Beautyrest® Super Pocketed Coil® springs, redesigned BeautyStyle™ luxury fabrics and aesthetics and the Mega Coil Edge System for an edge-to-edge sleeping surface. The Triton® foundation with PowerBeam® braces provides strength and support. Select models include memory foam for enhanced comfort and support.
- **New Beautyrest® Anniversary™** With the complete comfort and support of new 850 density Beautyrest® Super Pocketed Coil® springs, the new Beautyrest® Anniversary™ includes redesigned BeautyStyle™ aesthetics. The Total Surround BeautyEdge® Foam Encasement features QuantumLock™ technology for foam rail integrity and sleeping comfort right to the edge. The celebration continues with Energy Foam™, part of Simmons’ patented no flip construction, for added stability and the Triton® foundation with PowerBeam® braces for strength and support.
- **Beautyrest® World Class®** features new 1,000 density Beautyrest® Super Pocketed Coil® springs and BeautyEdge® Foam Encasement with QuantumLock™ for foam rail integrity and sleeping comfort right to the edge. Luxurious BeautyStyle™ fabrics and aesthetics create compelling visual appeal while AirFeel™ quilting foam amplifies the inherent comfort of the Pocketed Coil® springs in many models. Premium quality foams including NxG® Memory Foam and new Progressive Support Latex are available on select models to enhance comfort, conformability and support.

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The new Beautyrest® World Class® line features patent-pending Transflexion™, a comfort technology used with much success in Simmons' luxurious Beautyrest Black® line. Transflexion™ comfort technology ensures that the mattress feels as great at home as it did when a consumer tried it in the store. For retailers, Transflexion™ has been shown to significantly enhance consumer satisfaction.

### **85 Years of Beautyrest® Heritage and Innovation**

Beautyrest® Pocketed Coil® springs are an innovation first mass-produced by Simmons in 1925. Unlike wire-tied springs in ordinary mattresses, Beautyrest® Pocketed Coil® springs are not joined at the top or bottom. Instead, high carbon steel springs are pre-compressed and placed in durable, non-allergenic fabric encasements. This design allows the Beautyrest® Pocketed Coil® springs to adjust individually to the weight and contour of the body. Since adjacent springs aren't tied together, there's no chain reaction of movement when turning or moving during the night.

Simmons' history dates back to its 1870 founding in Kenosha, Wis., and materials from the company are part of the advertising collections at the Smithsonian's National Museum of American History in Washington, D.C. Advertising campaigns for Beautyrest® throughout the 1920's featured notables such as Eleanor Roosevelt, Henry Ford, H.G. Wells and Thomas Edison to name a few. To view a complete timeline of the Company's history, visit [www.simmons.com/company](http://www.simmons.com/company).

Simmons President and Chief Operating Officer Steve Fendrich says that the Beautyrest® brand has been a leading mattress brand for so many years because of sound fundamentals in research and development, engineering and manufacturing, which have benefited from over 80 years of fine-tuning. "The new Beautyrest® line has been in research and development for three years and represents a multi-million dollar investment for our company," said Fendrich. "The line reflects the latest in technological and aesthetic advancements while taking the Beautyrest® Pocketed Coil® spring, which set the standard for motion separation throughout our industry, to an entirely new level. We're very excited for retailers to experience the new Beautyrest® for themselves in Las Vegas."

To learn more about the innovations in the new Beautyrest® product line, please visit the Company's showroom in Building A, Space 525 at the Las Vegas Furniture Market or visit [www.beautyrest.com](http://www.beautyrest.com). For information about Simmons, visit [www.simmons.com](http://www.simmons.com).

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## 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™, BeautySleep®, ComforPedic by Simmons™, Natural Care® and Beautyrest Beginnings™. 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, [www.simmons.com](http://www.simmons.com).

## Forward-Looking Statements:

*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 press release. These forward-looking statements are expressed in good faith and Simmons believes 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 Simmons's expectations. These factors include, but are not limited to: (i) compliance with covenants in, and any defaults under, our 11.25% senior secured notes indenture and our asset-based lending (ABL) credit agreement; (ii) the potential adverse impact of our post-bankruptcy structure on our business, financial condition, liquidity, and results of operations; (iii) interest rate and credit market risks; (iv) competitive pressures in the bedding industry; (v) general economic and industry conditions; (vi) our ability to launch new products on a timely basis, the success of our new products and the future costs to rollout such products; (vii) legal and regulatory requirements; (viii) our relationships with, exposures to credit risk and viability of our suppliers, significant customers and licensees; (ix) fluctuations in our costs of raw materials and energy prices; (x) our ability to hold or increase prices on our products and the related effect on our unit sales; (xi) an increase in our return rates and warranty claims; (xii) our labor relations; (xiii) encroachments on our intellectual property; (xiv) our product liability, intellectual property and other litigation claims; (xv) our level of indebtedness; (xvi) foreign currency exchange rate risks; (xvii) our future acquisitions; (xviii) our ability to achieve the expected benefits from any personnel realignments; (xix) higher bad debt expense as a result of increased customer bankruptcies due to instability in the economy and slowing consumer spending; and (xx) our ability to maintain sufficient liquidity to operate our business. We undertake no obligation to update or revise any forward-looking statements, either to reflect new developments or for any other reason.*

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