



FOR IMMEDIATE RELEASE

For more information:

Christine Foster
three PR
404.835.4524
cfoster@3atlanta.com

Katie O'Neill
three PR
404.835.4527
koneill@3atlanta.com

SIMMONS PARTNERS WITH CARE ON MATTRESS DONATION TO HAITI

--Company sends foam beds to earthquake-ravaged island--

(ATLANTA – APRIL 1, 2010) – Simmons Bedding Company (“Simmons”) has partnered with Atlanta-based humanitarian organization CARE to donate 720 foam mattresses for Haitians left homeless by January’s devastating earthquake. The mattresses, which contain 5-inch polyurethane foam cores, were transported to Port-au-Prince and Leogane, Haiti, where CARE staff and community volunteers are overseeing their distribution, with priority being given to injured and ill individuals, to children and to the elderly.

“The people of Haiti have demonstrated a tremendous will to survive and persevere despite losing homes, neighborhoods, friends and family members to this terrible tragedy,” said Tim Oakhill, Simmons’ executive vice president of marketing. “Upon learning of the destruction, we recognized that Simmons could help bring an element of comfort to the homeless by donating beds to CARE’s relief effort, and we’re proud to know that these mattresses will make life a bit better for hundreds of homeless Haitians.”

(more)

Simmons has a history of donating mattresses to those in need including survivors of natural disasters. In 2007, the company provided Beautyrest® mattresses to families who had evacuated New Orleans and relocated to nearby cities following Hurricane Katrina, and additional mattress donations have been made to charities such as the American Cancer Society's Hope Lodges and the Richie-Madden Children's Foundation. In these previous donations, Simmons supplied traditional branded mattresses that would be sold to everyday consumers; however, due to the weather conditions and lack of permanent shelters in Haiti, Simmons has elected to provide foam cores with vinyl waterproof covers in this instance. Three foam producers—Flexible Foam, Future Foam and FXI International--donated the polyurethane cores for the effort.

"The conditions the Haitian people currently must endure are worse than most Americans can imagine, so every donation is very much needed and appreciated," said David Gazashvili of CARE's Emergency & Humanitarian Assistance Unit. "Simmons' mattresses are providing several hundred people with a soft and sanitary place to rest at night, which is a welcome change from the hard and sometimes muddy ground most of the homeless are sleeping upon."

For more information on Simmons, visit www.simmons.com. For more information about CARE, visit www.care.org.

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 Company operates 19 conventional bedding manufacturing facilities and one juvenile bedding manufacturing facility across the United States, Canada and Puerto Rico. Simmons Bedding Company 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 Simmons Bedding's Web site, www.simmons.com.

About CARE

Founded in 1945, CARE is a leading humanitarian organization fighting the root causes of poverty. CARE has been working in Haiti since 1954. Many of CARE's more than 200-person staff in Haiti includes emergency personnel who were part of the response to the devastating

Hurricane Hanna in 2008. In Haiti, CARE's programs focus on governance, HIV and AIDS, reproductive health, maternal and child health, education, food security, and water and sanitation. To learn more about CARE's work, visit www.care.org.

###

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.