



FOR IMMEDIATE RELEASE

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SIMMONS EXPANDS RETAIL AND HOSPITALITY REACH IN MIDDLE EAST
-Company signs license agreements with Intercoil International, LLC-

(ATLANTA – APRIL 27, 2010) – Simmons Bedding Company and its wholly-owned subsidiary Dreamwell, Ltd. (“Simmons”) announced today that it has finalized a licensing and technical agreement with Dubai-based bedding manufacturer Intercoil International, LLC, a manufacturer and distributor of furniture and sleep products. Through the agreements, Simmons expands its presence in the growing Middle East retail and hospitality bedding products market. As part of the deal, Intercoil plans to have eight dedicated Simmons retail locations in place by the end of 2011, with four planned for Dubai and others throughout the Middle East.

“With an established brand like Simmons®, Intercoil brings more value to our customers through the proven quality and tradition of excellence of the Simmons name. The emphasis that Simmons places on producing a durable product, well-engineered with quality components, complements our commitment to excellence and lets Intercoil do more for our customers,” Hassan Abbas Al Hazeem, managing director, Intercoil, said. “We believe that our partnership with Simmons is an important milestone in the history of the company, and it will definitely support us in realizing our vision to become the market leader in the Middle East region.”

Intercoil will distribute Simmons products through its established retail network in the United Arab Emirates, Oman, Saudi Arabia, Bahrain, Kuwait, Qatar, Iraq, Egypt, Jordan and Lebanon.

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“Our agreements with Intercoil give Simmons an amplified presence in the Middle East in retail and hospitality. While Simmons has been in the Middle East for some time, we know there are greater opportunities that we can take advantage of through our partnership with Intercoil,” Todd Merker, director of global licensing, Simmons, said.

About Intercoil International Co., L.L.C.

Intercoil International is a Limited Liability Company incorporated in Dubai in 1974. The company exports to 17 countries in two continents and has wholly-owned subsidiaries in Lebanon, Kingdom of Saudi Arabia, Kuwait, Sultanate of Oman and Qatar. In addition, Intercoil owns and operates a strong network of retail outlets, having ten outlets in the UAE and five in the GCC and Lebanon. Intercoil's vision is to become the market leader in orthopaedic sleep systems in the Middle East region, and the company is committed to focusing its sales, marketing and public relations efforts on promoting healthy sleep, and thus achieving a healthier lifestyle. Visit Intercoil at <http://www.intercoil.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[™], 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.

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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

speaking 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.