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**SIMMONS HOSTS ANNIVERSARY SWEEPSTAKES AND FREE SHEET GIVEAWAY
TO KICK OFF SUMMER SEASON**

-Simmons® promotions celebrate new 2010 Beautyrest® line, 85th anniversary of Beautyrest® brand-

(ATLANTA – May 5, 2010) – Simmons Bedding Company wants to make this Memorial Day a truly memorable one with two new promotions sure to help consumers rest easy this summer. Starting today, online consumers can take the Beautyrest® Anniversary™ Challenge, a Web-based trivia sweepstakes where participants can enter to win a new Beautyrest® Anniversary™ mattress. Also, beginning May 15, consumers who purchase a new Simmons® mattress valued at \$997 or more will receive a free set of new Beautyrest® sheets as part of The New Beautyrest® Free! Sheet Event. Both promotions are designed to generate excitement about the new 2010 Beautyrest® line hitting retail stores this month, while helping retailers leverage the summer sales season, which is a traditionally popular time for mattress purchases.

“Our summer promotions offer consumers additional incentives for buying a new Beautyrest® mattress while reminding them that the Beautyrest® brand has an 85-year tradition of providing superior sleep,” said Tim Oakhill, Simmons’ executive vice president of marketing. “The 2010 Beautyrest® line builds on this heritage by taking our signature Pocketed Coil® technology to the next level with new Super Pocketed Coil® springs. We’ve also added BeautyStyle™ aesthetics for even greater visual appeal as well as BeautyFeel™ comfort, which enables us to supply the broadest range of unique feels in the industry.”

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THE BEAUTYREST® ANNIVERSARY™ CHALLENGE

In addition to celebrating the launch of the new 2010 Beautyrest® line, Simmons is using the Beautyrest® Anniversary™ Challenge as a way to educate consumers about the Beautyrest® brand's intriguing history. For 85 days, beginning May 5, visitors to the promotion's website, <http://sweepstakes.simmons.com>, may answer a daily question on topics ranging from Beautyrest® milestones to famous anniversaries for a chance to win one of 12 Beautyrest® Anniversary™ queen-size mattresses.

"We introduced the Beautyrest® Anniversary™ collection with our 2010 line in honor of the Beautyrest® brand's 85th anniversary," said Rolf Sannes, Beautyrest® brand director. "Winners of the Beautyrest® Anniversary™ Challenge will be among the first consumers to enjoy the unsurpassed motion separation and conformability of the collection's 850 density Super Pocketed Coil® springs as well as the widest array of unique feels in the industry, something we call BeautyFeel™. Plus, new BeautyStyle™ aesthetics and new features like Total Surround BeautyEdge® Foam Encasement and Energy Foam™ help to enhance the overall sleep experience."

Simmons will randomly select one winner each week over the course of the Beautyrest® Anniversary™ Challenge. At the conclusion of the sweepstakes, Simmons will award a grand prize of a new Beautyrest® mattress with a complete bedding ensemble including sheets, mattress pad and pillows to one lucky winner. Should a prize recipient have already bought a Beautyrest® mattress during the sweepstakes, Simmons will provide up to \$2,000 cash back on their purchase.

THE NEW BEAUTYREST® FREE! SHEET EVENT

As another way of encouraging consumer interest in the new Beautyrest® models, the company will launch The New Beautyrest® Free! Sheet Event later this month. From May 15 through June 7, Simmons will give customers a set of Beautyrest® sheets with the purchase of a Simmons® mattress valued at \$997 or more. The 100 percent cotton sheets have a suggested retail price of \$129 and feature a 300 thread-count along with UltraFit™ design for a guaranteed perfect fit. Following their mattress purchase, customers just need to complete the redemption form and return it to Simmons with proof-of-purchase to receive their free Beautyrest® sheets.

"The New Beautyrest® Free! Sheet Event will help drive sales by providing consumers with one more reason to purchase a Simmons mattress," said Oakhill. "We know retailers are always looking for new and different ways to draw consumers' attention – especially during the summer – and we

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timed this promotion specifically to help retailers capitalize on the surge of customers that accompanies the Memorial Day holiday.”

RETAILER SUPPORT

Simmons has developed a variety of in-store materials to help retailers make the most of the Beautyrest® Anniversary™ Challenge and The New Beautyrest® Free! Sheet Event including vertical banners, ceiling danglers and tent cards. The company has also created print ads, television tags and radio scripts so that retailers may advertise the promotions in their local markets. To help drive store traffic for The New Beautyrest® Free! Sheet Event, the company is launching an extensive online advertising campaign on national websites such as msnbc.com and cnn.com that coincides with the promotion dates.

For more information about the Beautyrest® Anniversary™ Challenge or to enter the sweepstakes, visit <http://sweepstakes.simmons.com>. For more information about Simmons or The New Beautyrest® Free! Sheet Event, visit www.simmons.com. To learn more about the company's new 2010 Beautyrest® mattress line, visit www.beautyrest.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.

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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 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.