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**SIMMONS PARTNERS WITH POLYURETHANE FOAM SUPPLIERS TO PROMOTE
ACHIEVEMENT OF CERTIPUR-US CERTIFICATION**

*-Company is first major mattress manufacturer to have all polyurethane foams
meet strict environmental, health and safety standards-*

(ATLANTA – May 12, 2010) – Simmons Bedding Company is proud to announce that all of the polyurethane foams in the company's mattress lines have earned the CertiPUR-US® certification seal, verifying that the foams are low-VOC and free from ozone-depleting CFCs. The certified foam products are made without PBDE fire retardants, lead, mercury, formaldehyde, prohibited phthalates and other potentially harmful materials. Simmons played an instrumental role in facilitating the CertiPUR-US certification process for each of its foam suppliers, encouraging them to achieve the certification as a way to address growing consumer concerns about the safety of polyurethane foams.

"Consumers today are paying very close attention to what's inside the products they purchase—whether it's food, toys, paint, furniture or bedding," said Anne Kozel, brand director of Simmons' specialty sleep division. "They are aware of previous issues with synthetic materials and are especially concerned about foams in mattresses because of the close contact people have with their beds during the night. The CertiPUR-US seal helps provide peace of mind by certifying that the polyurethane-based foams in all Simmons mattresses meet strict health and safety requirements, so consumers can feel confident about buying Simmons products."

In a recent consumer survey, Simmons found that almost two-thirds of respondents were "very" or "extremely" concerned about the health and safety of the products they buy, and that a large number of consumers were specifically concerned about the contents of their mattresses. To

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provide consumers with assurance that the polyurethane-based foams in Simmons mattresses are nontoxic and of the highest quality, the company has required all of its foam suppliers to obtain CertiPUR-US certification.

“We felt it crucial to ensure all foam components utilized in a Simmons mattress demonstrate environmental and durability compliance as part of Simmons’ quality expectations and commitment to consumer safety,” said Sheri McGuire, Simmons’ director of supplier quality. “Simmons is proud of the joint commitment our foam suppliers have made to ensure Simmons’ polyurethane foam products meet the CertiPUR-US program requirements.”

To achieve the CertiPUR-US certification seal, petitioning foams are sent to an independent, third-party laboratory for rigorous durability and indoor air quality emissions testing as well as a content analysis. The examination must demonstrate that the foams meet the environmental, health and safety standards described in the *U.S. Voluntary Physical Performance and Environmental Certification Guidelines for Flexible Polyurethane Foam for Use in Furniture and Bedding Items* to qualify for the certification. A team of industry leaders, scientists and environmental experts contributed to the creation of these standards while developing the CertiPUR-US program for the Alliance for Flexible Polyurethane Foam, a leading foam industry trade organization. So far, 11 foam suppliers have met the CertiPUR-US guidelines, and 12 additional foam products are currently under review.

“Simmons’ passion for safety has definitely helped promote the CertiPUR-US seal among foam suppliers and motivated many of them to apply for certification,” said Robert Luedeka, executive director of the Alliance for Flexible Polyurethane Foam. “As the first major mattress manufacturer to use all CertiPUR-US-certified polyurethane foams in their products, Simmons has really set an example for other bedding and furniture producers. Ideally, all foam suppliers will soon meet CertiPUR-US standards.”

For more information about Simmons, visit www.simmons.com. For more information about the CertiPUR-US certification seal, visit www.certipur.us.

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

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mattresses and promoting a higher quality sleep for consumers around the world. For more information, visit Simmons Bedding's Web site, www.simmons.com.

CertiPUR-US is a registered certification mark of Alliance for Flexible Polyurethane Foam, Inc.

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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.