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**SIMMONS ENHANCES BEAUTYREST WEB SITE
TO COMMEMORATE LAUNCH OF NEW 2010 LINE**

-Revitalized Web site reflects fresh look and feel of new Beautyrest® collection-

(ATLANTA – May 20, 2010) – In honor of the new 2010 Beautyrest® line's introduction and the brand's 85 years of continued sleep innovation, Simmons Bedding Company has redesigned the Beautyrest section of Simmons.com to reflect the same fresh look and feel as the new Beautyrest line, which hits retail floors this month. The revitalized site features new videos, photos and pop out tool tip boxes that maintain the page's clean and simple aesthetics, while presenting information about the new Beautyrest collection to consumers in an attention-grabbing way. Simmons seamlessly integrated these new multimedia elements into the site's existing mattress shopping resources with the goal of helping consumers find the perfect Beautyrest mattress to meet their specific sleep needs.

"We know that the Internet is a key research tool for consumers during the mattress buying process," said Tim Oakhill, Simmons' executive vice president of marketing. "By explaining the collection's new BeautyStyle™ aesthetics and BeautyFeel™ comfort construction, the new Beautyrest site helps consumers familiarize themselves with the line's features before they ever step foot into a retail store, so they feel more comfortable making a decision to purchase. Our goal for the site is to create brand preference, so when consumers go mattress shopping, it's not a question of whether they buy a Beautyrest, it's a matter of which Beautyrest model they buy."

Designed to generate intrigue and excitement about the new Beautyrest line, the new site greets visitors with an introductory splash page that showcases a new Beautyrest World Class® model on a sleek, black background. Upon reaching the Beautyrest homepage, a new feature

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video educates consumers about Super Pocketed Coil® springs and the new Beautyrest line's offering of the widest range of feels available. A link in the video's bottom left corner directs users to a separate Web page that neatly highlights additional features of the Beautyrest World Class collection, including Transflexion Comfort Technology™ for consistent comfort throughout the life of the mattress and NxG® Memory Foam.

A second video about the line's Super Pocketed Coil springs provides a look at what is inside the new Beautyrest collection and allows consumers to easily understand how the superior design of Super Pocketed Coil springs leads to unsurpassed motion separation, conformability, support and durability. The video, which takes place in a tranquil garden setting, also incorporates the Beautyrest brand's signature bowling ball demonstration, further emphasizing the motion separation benefits of Super Pocketed Coil spring technology.

In addition to providing valuable product information and mattress shopping guidance, the site also includes links to two current Simmons promotions. Consumers can enter to win a new Beautyrest Anniversary™ mattress through the New Beautyrest Anniversary Challenge, an online trivia sweepstakes that runs through July 28. A second promotion, The New Beautyrest Free! Sheet Event, gives Simmons customers a free set of Beautyrest sheets valued at \$129 when they purchase a Simmons mattress valued at \$997 or more through June 7.

For more information about the new 2010 Beautyrest 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. 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

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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.