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SIMMONS EVOLVES MATTRESS POINT-OF-SALE WITH LAUNCH OF QR TAGS

-Mattress manufacturer makes in-store signage interactive for consumers-

(ATLANTA – May 27, 2010) –Simmons Bedding Company (“Simmons”) is revolutionizing mattress shopping with the launch of the company’s first QR (Quick Response) tagging applications for point-of-sale materials on mattress retailer floors. Simmons created the QR tags, which are small barcode-like visuals that may be scanned and “read” by smartphones, with the goal of making in-store signage more interactive for consumers. Once scanned by a smartphone such as the iPhone®, DROID or BlackBerry®, the QR tag makes additional information, images and videos easily available to the user via their phone’s web browser, providing consumers with a more robust shopping experience.

Simmons’ initial phase of QR tags will be placed on spec cards as early as Memorial Day Weekend for mattresses from the new 2010 Beautyrest® line. When consumers scan the QR tag for a Beautyrest mattress, they will receive access to a 3-D construction rendering of that particular Beautyrest category—either Beautyrest Classic®, Beautyrest Anniversary™ or Beautyrest World Class®. In addition, tag users will have the option to play a Beautyrest video, which illustrates how the bed’s Super Pocketed Coil® springs, BeautyFeel™ comfort and BeautyStyle™ aesthetics come together to offer unsurpassed motion separation, conformability, support and durability in an attractive package. The video also features the brand’s signature bowling ball demonstration for additional emphasis on the Super Pocketed Coil springs’ motion separation benefits. To facilitate sharing of Simmons’ QR tag content via social media, the company has included Facebook® and

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Twitter® buttons on the content website, enabling users to easily communicate the Beautyrest image and video to their online network of family and friends.

“Simmons’ tradition of innovation has not only shaped the way consumers experience their mattresses, it’s also influencing how they use point-of-sale materials to make an educated bedding purchase,” said Tim Oakhill, executive vice president of marketing for Simmons. “QR tags are an exciting technology that will help change the retail landscape of the mattress industry by enhancing our communications with consumers as they are shopping in-store. We’re proud of the fact that Simmons is the first major mattress manufacturer to have QR tag technology ready for retailers to incorporate into their store environments.”

To view Simmons’ Beautyrest QR tag content, consumers must use their smartphones to download a Microsoft® Tag Reader application, which is available for free at <http://gettag.mobi>. iPhone users may also download the tag reader via the Apple® online App Store.

“More than 20 percent of cell phone users currently have a smartphone, and that number is growing. Because QR tag technology is so simple to use, we anticipate that other industries will be integrating it into their packaging and signage in the near future,” said Oakhill. “Anyone that can take a picture with a cameraphone can use a QR tag. All consumers need to do is download the tag reader application and point their phone’s camera at the tag image to see the tag content. It’s that easy.”

To learn more about Simmons, visit www.simmons.com. 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 website, 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 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.