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**SIMMONS INTRODUCES NEW BEAUTYREST BLACK AND COMFORPEDIC
COLLECTIONS AT LAS VEGAS FURNITURE MARKET**

*--New lines incorporate latest in mattress technology, luxury and aesthetics—
--Beautyrest Black offers 20-year limited warranty--*

(ATLANTA – AUGUST 2, 2010) – Simmons Bedding Company (“Simmons”) invites retailers at this week’s Las Vegas Furniture Market to “Step into the New” with the launch of a new Beautyrest Black® collection that wraps an unforgettable luxury sleep experience in truly unique product aesthetics, as well as a ComforPedic® collection that combines technology and luxury to create a better memory foam mattress. The introductions offer a superior level of performance while building on Simmons’ long-standing tradition of rolling out innovative products that incorporate advanced mattress technologies and design attributes.

“We’ve spent many months redesigning the new ComforPedic and Beautyrest Black lines to ensure that the products make a definite statement—both to retailers and consumers,” said Simmons Executive Vice President of Marketing Tim Oakhill. “Our new Beautyrest Black beds feature a distinctive look and feel that is unlike anything on the retail floor today, and our new ComforPedic models are attractively priced and offer comfort benefits that surpass those of the competition. We’re confident that the new collections will come out on top when compared with other mattress offerings in their categories.”

The New Beautyrest Black: The World’s Finest Beautyrest®

Simmons’ 2010 Beautyrest Black luxury collection showcases two categories of Beautyrest Black at the Las Vegas Furniture Market—Beautyrest Black and Beautyrest Black

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Beyond™. Both Beautyrest Black and Beautyrest Black Beyond mattresses share select elements including 850 density Variform Advanced Pocketed Coil™ springs. Each spring consists of a triple-wrapped helix of high carbon steel that is designed to provide increased strength, motion separation and conformability. All of the beds include Foam Encased Edge Support for increased support around the around the edge of the mattress as well as a circular knit cover made with modal yarn for supreme softness.

Luxurious comfort layers such as NxG® Memory Foam and Progressive Latex Foam help to establish a feeling of pampering indulgence, while fine aesthetic details such as tack and jump borders, jeweled ribbon borders and performance-enhanced quilt designs create an air of refined elegance.

Simmons reserved the Beautyrest Black Beyond moniker for the top three models in the Beautyrest Black collection. These unique offerings redefine the meaning of opulence by pairing GelTouch technology, which supplies a cooling sensation and the greatest level of conformability, with thick layers of NxG Memory Foam and Progressive Latex Foam. Featuring dark gray border fabrics and striking top-of-bed patterns that are a virtual work of art, Beautyrest Black Beyond mattresses are easily recognized and naturally draw attention in the retail environment. Beautyrest Black mattresses have a suggested retail price of \$1,799-\$3,299, and Beautyrest Black Beyond models are priced at \$3,499-\$4,999.

“We’ve significantly raised the bar with our new Beautyrest Black and Beautyrest Black Beyond models,” said Simmons Vice President of Brand Management Mark Owen. “The 2010 line is not only our most luxurious and most visually appealing Beautyrest Black collection ever, but thanks to Transflexion Comfort Technology, it’s also our most durable line.”

Simmons incorporated the Transflexion® process into the existing Beautyrest Black line last year in order to ensure that the mattresses maintained a consistent feel from the store to the home and throughout the lifetime of the mattress. The company has experienced such success with the results of Transflexion Comfort Technology that Simmons is offering a 20-year limited warranty on all new Beautyrest Black and Beautyrest Black Beyond models.

The New ComforPedic: Where Comfort Meets Support

Simmons’ new ComforPedic collection provides all of the heat dissipation, quicker recovery and consistent comfort benefits of the original ComforPedic line along with new comfort and support elements that result in an even better memory foam mattress. The line

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features a combination of the brand's Advanced NxG™ Memory Foam and NxG® Memory Foam, both of which are proprietary formulations developed by Simmons to help maintain an ideal sleeping temperature and respond quickly to movement. The foam technology also conforms to the body's contours from the moment it arrives, eliminating any break-in periods or changes in feel that come with fluctuations in room temperature.

The collection includes 360 Gradient Edge® Support, which firms up the sides of the mattress for added stability while sitting and extending the sleeping surface of the bed all the way to the edge. While all models feature a layer of latex for added comfort, select models incorporate Progressive Latex Foam, a special latex layer that is softer on top and firmer on the bottom, so it offers increasingly more support as it is compressed. The line also incorporates Transflexion Comfort Technology, a patented process that applies high pressure to the mattress' base foam, removing false loft. This helps to ensure a consistent comfort throughout the life of the mattress and minimizes reasons consumers return mattresses.

The collection features a stretch knit fabric cover with a modern geometric design and luxurious velour border fabrics that may be ordered in a bold "chocolate" tone or more conservative "fawn" color. Each bed in the collection comes in plush or firm feels, and dual floor samples are available to retailers. The line has a suggested retail price of \$1,699-\$2,999.

"We feel that consumers are ready to embrace a better memory foam, and our 2010 collection, the natural evolution of the ComforPedic brand, delivers just that," said Simmons Specialty Sleep Brand Director Anne Kozel. "With Advanced NxG Memory Foam, we can offer consumers the ideal combination of comfort and support."

Simmons will be exhibiting the new ComforPedic and Beautyrest Black collections from August 2-6, 2010 at its showroom (World Market Center, Building A, Space 525) during the Las Vegas Furniture Market. For more information about Simmons, please visit www.simmons.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

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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.