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FOR INFORMATION

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SIMMONS REVOLUTIONIZES SPECIALTY SLEEP LINES WITH NEW TECHNOLOGIES FOR PERSONALIZATION AND COMFORT

-New AirCool Sleep System, natural foam technologies and innovative foundation redefine comfort and provide the ultimate individualized sleep experience-

(ATLANTA – August 1, 2011) – Simmons Bedding Company announced today the introduction of three new Specialty Sleep products at this week’s Las Vegas Furniture Market. In connection with the company’s show theme, *Project New*, Simmons is unveiling significant enhancements to its ComforPedic Loft™ and Natural Care® mattress collections and introducing a NuFlex™ foundation.

“*Project New* reflects our continued focus on cutting-edge product design,” said Simmons CEO Gary T. Fazio. “Building on our history of innovation, our new Specialty Sleep lines emphasize the fresh thinking, cool ideas and better technology that fits the lifestyle of today’s consumer.”

Simmons’ new collections feature powerful combinations of improved technologies for individualized comfort, support and pressure relief, including the revolutionary new AirCool™ Sleep System, designed to maintain a comfortable sleeping temperature.

“We’re excited to launch three new product lines that speak specifically to consumer

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demand for customized sleep solutions,” said Tim Oakhill, executive vice president, marketing for Simmons. “Our new ComforPedic Loft and Natural Care mattress collections and NuFlex foundation offer more comfort technologies than ever before to help consumers achieve their most restful night’s sleep.”

New ComforPedic Loft™ collection features AirCool™ Sleep System

Simmons Bedding Company’s new ComforPedic Loft™ collection introduces a revolutionary, patent-pending AirCool™ Sleep System that combines innovative design and multiple technology components to provide an ultimate, individualized sleep experience that is cool, supportive and comfortable.

Designed to work with proprietary Simmons® NxG® Memory Foam, the AirCool™ Sleep System features a stylish AirCool™ Mesh Border that allows the bed to breathe. Working together to promote optimal sleeping temperature, the AirCool™ Transflexion Core gives extra support and dissipates heat from the mattress core while the AirCool™ Edge offers sleeping comfort and stability right to the edge of the bed. Select models also include NxG® MicroGelTouch, which combines proprietary memory foam and gel technologies to add support and a cooling sensation to the sleep experience. The collection has a suggested retail price of \$1,499 - \$2,999.

“The revolutionary AirCool Sleep System, in concert with our NxG memory foam technology that already incorporates both high air flow for heat dissipation and quicker recovery for freedom of movement, makes our new line the ‘coolest’ in the industry,” said Scott Smalling, president of Simmons Specialty Sleep division.

Natural Care® line now includes Hypoallergenic Self-Response™ Natural Foam Technology for personalized support

Simmons’ new Natural Care® line features the Hypoallergenic Self-Response™ Natural

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Foam Technology, which is designed to provide personalized support and comfort. Responding consistently for full body support, the line molds to a sleeper's personal shape, eliminating pressure points and promoting airflow to aid in maintaining a personalized sleeping temperature.

The new system features technologies that work with the body in mind, including Comfort Response Technology, which conforms and contours to one's shape while also ventilating the top layer of the mattress, and Independent Response Technology on select models, which utilizes sculpted cushions that respond independently to a sleeper's shape and movement for personalized support while maximizing airflow.

The foam also features new anti-aging foam additives that blend natural ingredients to help extend the life of your mattress. The Natural Care[®] collection has a suggested retail price of \$1,699 - \$2,999.

Simmons Bedding Company introduces NuFlex™ Foundation for active lifestyles

The NuFlex™ Foundation provides trendy and stylish adjustability to meet the demands of today's active consumers. Various angles and elevations help reduce pressure points and create the ideal position for reading, watching TV or working in bed.

The upholstered frame and high-end furniture style legs coordinate beautifully with a variety of decorative tastes, and the wall-saving design protects against bumps and scuffs.

Combining stylish form with function, a pocket allows for easy storage of magazines and books, and a side outlet provides charging capabilities for working on a laptop and listening to music in bed. The backlit remote offers programmable settings along with massage and zero gravity functions. The NuFlex™ Foundation has a suggested retail price of \$1,699.

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“Compatible with nearly all Simmons’ specialty mattress collections, the sleek and modern styling of the NuFlex Foundation combined with its adaptability makes it appealing to all generations of consumers,” said Anne Kozel, Simmons’ Specialty Sleep brand director.

To learn more about Simmons’ market introductions, please visit World Market Center, Building A, Showroom 525 or 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[®], ComforPedic by Simmons[™], ComforPedic Loft[™], Natural Care[®] and BeautySleep[®]. Simmons Bedding operates 19 conventional bedding manufacturing facilities 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 www.simmons.com or follow Simmons Bedding on [Facebook](#), [Twitter](#) and [YouTube](#).

About AOT Bedding Super Holdings, LLC

AOT Bedding Super Holdings, LLC owns and manages two of the world's largest bedding manufacturers, Simmons Bedding Company and National Bedding Company, LLC. Under AOT Bedding's direction and leadership, the two companies work together where joint activities can achieve efficiencies, enhance results or provide better products and services to customers. In the marketplace, Simmons is responsible for maximizing the success of the Beautyrest[®], ComforPedic[®], Natural Care[®] and BeautySleep[®] brands, while National Bedding is responsible for its competing brands of Serta[®], iComfort[®] and Perfect Sleeper[®].

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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) competitive pressures in the bedding industry; (ii) general economic and industry conditions; (iii) our ability to launch new products on a timely basis, the success of our new products and the future costs to rollout such products; (iv) legal and regulatory requirements; (v) our relationships with, exposures to credit risk and viability of our suppliers, significant customers and licensees; (vi) fluctuations in our costs of raw materials and energy prices; (vii) our ability to hold or increase prices on our products and the related effect on our unit sales; (viii) an increase in our return rates and warranty claims; (ix) our labor relations; (x) encroachments on our intellectual property; (xi) our product liability, intellectual property and other litigation claims; (xii) our level of indebtedness; (xiii) compliance with covenants in, and any defaults under, our 11.25% senior secured notes indenture and our asset-based lending (ABL) credit agreement; (xiv) interest rate and credit market risks; (xv) foreign currency exchange rate risks; (xvi) our future acquisitions; (xvii) our ability to achieve the expected benefits from any personnel realignments; and (xviii) 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.