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FOR INFORMATION

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SIMMONS LAUNCHES CROSS-COUNTRY MOBILE ROADSHOW TOUR

-ComforPedic Loft with the AirCool Sleep System U.S. Tour travels 10,000 miles to bring the showroom to retailers across America looking to cut costs-

(ATLANTA – August 25, 2011) – Simmons Bedding Company today launched the ComforPedic Loft™ line with the AirCool™ Sleep System U.S. Tour, a “showroom on wheels” that will travel cross-country. The tour, which kicked off in Indianapolis, will travel more than 10,000 miles in a span of 20 weeks to visit retailers in 35 cities across America. With the current housing market, furniture retailers are feeling the effects of today’s economy and are looking for new ways to cut costs like Market trade shows where furniture retailers typically travel twice annually to view new furnishings industry trends and select product. As an alternative, Simmons is bringing the showroom to their dealers across the U.S.

“We wanted to fundamentally change the way we do business with retailers in the face of these difficult economic times,” said Scott Smalling, president of Simmons Specialty Sleep division. “By bringing our product to retailers that didn’t attend Market, we’re able to maintain those relationships and save our dealers valuable dollars.”

Building on the success of the ComforPedic Loft™ 2009 tour, this year’s 18-wheeler showroom is wrapped with images of the new line to expose consumers to the collection

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and to help introduce the roadshow as it approaches cities on its route. On location, Smalling and Butch Webster, vice president of Simmons' Specialty Sleep division, will help train dealers and sales associates on the best ways to showcase the new line. As part of an internal effort, the tour will also stop at Simmons factories across the U.S. to train and inspire team members on the quality of the collection.

The roadshow will feature Simmons Bedding Company's new ComforPedic Loft™ collection which 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. The beds' components work together to provide an optimal sleeping temperature, heat dissipation and a cooling sensation at a price range of \$1,499 - \$2,999.

"Our ComforPedic Loft line offers retailers a chance to provide their customers revolutionary memory foam technology at attainable price points," said Smalling. "Retailers have the benefit of offering customers cutting-edge designs while still keeping costs down. In the end, it's about offering our retailers accessibility and value."

To learn more about the ComforPedic Loft™ collection 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

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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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