



**FOR IMMEDIATE RELEASE**

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**COMFORPEDIC BY SIMMONS MEMORY FOAM BEDS HIT THE RED CARPET  
AT GBK'S EMMY AWARDS GIFT LOUNGE**

*-Mattress set and pillow giveaways help ComforPedic brand raise funds for charities-*

**(ATLANTA – Sept. 16, 2011)** – Simmons Bedding Company's ComforPedic® Advanced NxG® Memory Foam mattress line arrives in Los Angeles this week for the 2011 GBK Emmy Awards Gift Lounge. Participating in the pre-Emmy Awards celebrity gift lounge, which benefits charities Art of Elysium and CancerCare, allows ComforPedic to raise brand awareness and further its continued commitment to philanthropic programs.

"We're thrilled to be back in Hollywood and introducing the ComforPedic brand to this unique, impactful group of people," said Scott Smalling, president of Simmons' Specialty Sleep division. "Celebrity alignment has consistently allowed us to strengthen the ComforPedic brand and simultaneously give back to charities across the country."

Celebrities are invited to visit the ComforPedic by Simmons lounge space at the W Hollywood from September 16-17 and to test out a ComforPedic® Mystic® mattress set on Simmons' adjustable NuFlex™ Foundation.

"Thanks to our ComforPedic® Advanced NxG® Memory Foam, designed to respond

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quickly to movements and dissipate heat through improved airflow, our products help provide a restful night's sleep at an ideal sleeping temperature," said Anne Kozel, Simmons' Specialty Sleep brand director.

For each celebrity photographed with one of these ComforPedic® products, Simmons will donate \$100, totaling up to \$7,500, to Art of Elysium, a non-profit that provides artistic workshops with actors, artists and musicians for critically-ill children. Visiting celebrities will also receive a ComforPedic® Free Spirit™ pillow, and select presenters and nominees will receive a ComforPedic® Mystic® mattress set.

"ComforPedic products have been a huge hit in Hollywood," said Smalling. "Since we attended GBK's pre-Oscar gift lounge, numerous celebrities including William Shatner, Tony Shalhoub and Emmy Awards host, Jane Lynch, are enjoying a better night's sleep on a ComforPedic mattress."

Additionally, the brand was featured at this week's L.A. Confidential Magazine & The Art of Elysium Party, held Thursday at the London Hotel in West Hollywood. Simmons donated a ComforPedic® Mystic® mattress set for the rooftop soiree's silent auction to benefit Art of Elysium.

"Art of Elysium is an incredible organization that's brightening the lives of children battling serious medical conditions," said Smalling. "We're delighted to help fund such an important cause that offers creative outlets for these remarkable kids."

To learn more, visit [www.ComforPedic.com](http://www.ComforPedic.com), and to make a donation to Art of Elysium, click [here](#).

### **About Simmons Bedding Company**

Atlanta-based Simmons Bedding Company is one of the world's largest mattress

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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](http://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.*