



FOR IMMEDIATE RELEASE

FOR INFORMATION

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**SIMMONS BEDDING COMPANY APPOINTS JIM RUEHLMANN
EXECUTIVE VICE PRESIDENT, PRODUCT DEVELOPMENT**
- Marketing veteran will drive new product creation-

(ATLANTA – Jan. 19, 2011) – Simmons Bedding Company, a leading provider of premium-branded bedding products, announces the appointment of Jim Ruehlmann as Executive Vice President, Product Development effective January 17. In this newly created position, Mr. Ruehlmann reports to Simmons CEO Gary T. Fazio and is responsible for developing and executing the company’s new product creation and innovation agenda.

“The addition of this executive-level position and the restructuring of this function is a testament to Simmons’ commitment to ongoing innovation. Jim’s vast experience, coupled with a renewed focus on our processes will help us to take our product development efforts to the next level and deliver the most innovative products to our retailers and ultimately provide a better sleep experience to consumers,” said Mr. Fazio. “A function solely focused on innovation allows the company to continually improve, and I look forward to the fresh perspective Jim will bring to our products and brands.”

Mr. Ruehlmann joins Simmons with an extensive background in product development, marketing and merchandising consumer goods. He began his career at Procter and Gamble, serving as Associate Advertising Manager for brands including Ivory, Zest, Coast and Safeguard for more than a decade. Mr. Ruehlmann then served as Group Vice President for Chiquita Brands International and later as Vice President of

(more)

Marketing for Sealy, overseeing new product development, advertising, pricing and licensing. His previous positions include executive-level roles at major brands such as Evenflo, Sara Lee Foods, Mattress Firm and Cincinnati Bell. Mr. Ruehlmann is a graduate of Northwestern University's Kellogg School of Management.

"I am honored and excited to join a company with a strong brand and established foundation of innovation," said Mr. Ruehlmann. "I see tremendous potential for new product development and am eager to work with the executive leadership team to continually innovate and improve upon our portfolio of products."

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™, ComforPedic by Simmons™, ComforPedic Loft™, Natural Care®, Beautyrest Beginnings™ and BeautySleep®. 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 at 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) 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.