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Christine Foster
three PR
404.835.4524
cfoster@3atlanta.com

Leslie Thompson
three PR
404.835.4525
lthompson@3atlanta.com

SIMMONS, BEDZZZ EXPRESS DONATE BEDS TO ALABAMA TORNADO VICTIMS
-Bedding manufacturer, retailer give back to communities in which they operate-

(ATLANTA – December 21, 2011) – Simmons Bedding Company’s ComforPedic® memory foam brand and retailer Bedzzz Express have partnered to provide new mattresses to Alabama families devastated by recent tornadoes. The donation is part of a two-city tornado relief effort in Alabama, with giveaways in both Birmingham and Tuscaloosa.

“Immediately following any natural disaster, there’s always an outpouring of community aid, but as time passes, relief tends to taper off,” said Scott Smalling, Simmons’ chief of specialty innovation. “We felt it was the perfect time to help these families now that are rebuilding and moving back into their homes – many starting over with nothing to furnish them.”

During the events, held in Birmingham at The Christian Services Mission and in Tuscaloosa at Temporary Emergency Services, Bedzzz Express and Simmons donated 188 new mattresses to families across Alabama. These local organizations were instrumental in helping Bedzzz Express and Simmons identify families in need in the wake of April’s tornadoes.

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Tuscaloosa's Temporary Emergency Services, a United Way Agency, directly supports individuals and families facing immediate crisis situations. In Birmingham, Christian Services Mission works with local churches and organizations to transform communities through helping individuals and connecting resources with needs.

"The tornadoes left a normally resilient group of people stunned and helpless in the face of such overwhelming destruction," said Mary Grace Melick, director of community development at Christian Services Mission. "To know that a corporation the size of Simmons cares enough to dedicate the time and energy to help in recovery has given people hope that they are not forgotten."

Ed Sanders of *Extreme Makeover: Home Edition* joined the team in Birmingham to visit with recipients and help distribute mattresses to devastated families. Throughout the day, countless stories of hope were shared including two local families that have worked together to raise donations and rebuild nearly 15 homes for neighboring victims free of cost. Those affected are rallying together to bring their communities back to what they describe as "our new normal" and to pay any kind deeds forward, exponentially increasing aid to those who have lost everything.

"We're based in Birmingham so it's our customers, our families and neighbors that are struggling," said Keith Krininger, owner of Bedzzz Express. "Our company has been working since April, providing mattresses to local families, but Simmons came to town and really stepped it up so we could give these families the restful night's sleep they deserve."

The mattress donations are part of a nation-wide initiative from Simmons in conjunction with the company's ComforPedic Loft® AirCool™ Sleep System Tour, "showroom on wheels" that is traveling 10,000 miles over 20 weeks to visit hundreds of retailers in 35 cities across the U.S., including Birmingham and Tuscaloosa.

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“Temporary Emergency Services has heart-felt appreciation for Simmons Bedding Company’s donation to our agency,” said Sharon Cosby, case manager for TES. “No disaster has ever affected our community in this magnitude, and this good deed is assisting a well deserving group of individuals.”

To learn more about ComforPedic® 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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