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FOR INFORMATION

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SIMMONS PRESIDENT TONY R. SMITH ASSUMES MARKETING FUNCTION
- Brad Bailey promoted to Executive Vice President of Sales-

(ATLANTA – Jan. 26, 2012) – Simmons Bedding Company, a leading provider of premium-branded bedding products, announced today that Tony R. Smith’s role, which currently includes responsibility for U.S. sales and Simmons Canada, has expanded to include North American marketing for the company.

“I am very pleased to have Tony take the helm of our marketing department in addition to his current duties,” said Simmons CEO Gary T. Fazio. “His deep functional and industry experience, combined with a proven track record of success, makes him uniquely qualified to ensure that both functions work towards a seamless execution of our consumer marketing efforts, on and off the retail floor.”

Since joining Simmons in September 2010, Mr. Smith’s accomplishments have included the implementation of a sales force effectiveness program designed to improve dealer communications and service, as well as defining career paths for sales associates who aspire to leadership roles within the company. Mr. Smith made significant contributions to the company’s rebranding efforts and new retail marketing efforts.

The company also announced that Brad Bailey has been promoted to the role of Executive Vice President of Sales. Mr. Bailey most recently served as Senior Vice President of National Accounts. During his 14 years with Simmons, Brad has held several sales leadership positions including Senior Vice President of Sales Operations and Regional Vice President for the North Central Region.

(more)

“Brad is a talented sales executive who has strong relationships with our dealers and sales force; his contributions to Simmons have been significant,” said Mr. Fazio. “I look forward to Tony and Brad playing important leadership roles as we continue to increase the coordination and effectiveness of our sales and marketing teams.”

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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