

## SIMMONS SPECIALTY SLEEP: A NEW COMMITMENT

With the acquisition of the Comfor-Pedic line from Comfor Products Inc., Simmons embarks on its commitment to deliver best-in-class products in a range of categories, including latex and memory foam, while adhering to Simmons' unwavering standard of quality and marketing excellence.



### New products, new direction

Simmons' specialty sleep offerings represent a new approach to the bedding products market—the ability to provide every type of product to every type of consumer, thus becoming the provider of choice for every sleep experience. The ComforPedic acquisition seamlessly merges the next generation of memory foam with the strength of the Simmons® brand and distribution resources to give consumers and retailers a superior product from a brand they know and trust.

### New line and brand unveiled at the Las Vegas Furniture Market

Simmons' careful analysis of Comfor-Pedic shows that the brand name resonates with consumers while strongly suggesting conformability and comfort. The new product line will be called ComforPedic® by Simmons and will feature five beds and five pillow styles. The ComforPedic by Simmons line and its new brand identity will be unveiled to retailers at the Las Vegas Furniture Market in July 2007.

### Growing with the market

Increasingly, consumers are attracted to latex and memory foam. Demand for these products is more than a passing consumer fad; it marks the beginning of a long-term trend in the industry. With the acquisition in place, Simmons will benefit from having access to more than 60 years of experience in innovating and manufacturing foam products.

### Simmons has the edge

The ComforPedic line gives Simmons a decisive edge in this growing market. The ComforPedic line is made with the next generation of memory foam, providing the perfect combination of soft comfort and firm support to conform to one's body. The ComforPedic product dissipates heat to help a consumer sleep cool. The new, patented memory foam technology responds quickly to move with the body's contours, preventing that "quick sand" feeling associated with the traditional memory foam product. Plus, it provides consistent comfort from the moment it arrives to help eliminate any break-in period, and features a 25-year warranty.

### The future of specialty sleep

Along with Simmons® Natural Care™ line of latex mattresses, the ComforPedic line will serve as a cornerstone of the company's specialty sleep portfolio, an effort that will have obvious advantages for retailers and consumers. Rather than developing a product line and expertise in a particular market niche, Simmons will find the best innovation available to provide consumers with the quality and comfort they expect from the Simmons® brand.