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SIMMONS BEDDING COMPANY APPOINTS NEW PRESIDENT

--Gary Matthews brings diverse leadership background to Simmons executive team--

(ATLANTA—December 8, 2006) – Simmons Bedding Company’s new president, Gary S. Matthews, joined the mattress manufacturer this week, bringing his leadership experience in a variety of different industries to the Simmons executive team. Mr. Matthews will oversee sales in the United States and Canada and the Simmons marketing and operations departments, and he will report directly to Simmons Chairman and CEO Charlie Eitel.

“Gary possesses the skills and experience that Simmons needs to extend our existing sales and market share growth into 2007 and beyond,” said Mr. Eitel. “His branding and strategic selling expertise is what we were looking for in a president. We believe that Gary’s personality and leadership style will enhance our already vibrant corporate culture and that he will be instrumental in helping us build upon our 2006 success. We anticipate an even brighter future with Gary on board.”

Mr. Matthews most recently served as president and CEO of Sleep Innovations, Inc., a specialty sleep bedding manufacturer. He previously headed Bristol-Myers Squibb’s Worldwide Consumer Medicines and Specialty Pharmaceuticals division, Derby Cycle Corporation and the Guinness Import Company, increasing sales, market share and revenue at each company. Matthews sits on the board of the Molson Coors Brewing Company.

“Simmons is known as the premier innovator in the bedding industry, and I am excited about the marketing opportunities for this 137-year-old brand,” said Mr. Matthews. “The team at Simmons is very strong and highly motivated to lead the mattress industry. I am looking forward to joining and contributing to help Simmons advance its strategy for long-term growth.”

Mr. Matthews received his MBA from Harvard Business School and has an undergraduate degree from Princeton University.

For more information about Simmons, please visit www.simmons.com.

About Simmons Bedding Company

Atlanta-based Simmons Bedding Company, a subsidiary of Simmons Company, is one of the world's largest mattress manufacturers, manufacturing and marketing a broad range of products including Beautyrest[®], BackCare[®], Beautyrest Black[™], Natural Care[™] Latex, BackCare Kids[®] and DeepSleep[®]. It operates 21 conventional bedding manufacturing facilities and two juvenile bedding manufacturing facilities across the United States, Canada and Puerto Rico. Simmons Bedding Company is committed to developing superior mattresses and promoting a higher quality sleep for consumers around the world. For more information, visit the company's website at www.simmons.com.

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