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**SIMMONS LAUNCHES NEW BEAUTYREST MATTRESS LINE**

*--Company's updated flagship line provides improved features and greater values--*

**(ATLANTA - January 29, 2007)** - Simmons Bedding Company is launching its 2007 flagship Beautyrest® mattress line this week at the Las Vegas Furniture Market. The new, enhanced product line offers higher coil densities, improved comfort features and demonstrable step up stories that are retail and consumer friendly. Plus, the new Beautyrest line is designed to comply with the U.S. Consumer Product Safety Commission's new federal mattress flammability standard, which goes into effect July 1, 2007.

"The Beautyrest line has been the heart of the Simmons® brand since 1925," said Simmons Chairman and CEO Charlie Eitel. "We wanted this launch to do two things—to carry the momentum from our 2006 success into the coming year, and to present our retail partners with a product line that is designed to help them succeed in 2007, as it has done for the past 82 years."

Simmons developed Beautyrest Pocketed Coil® technology and has continued to improve upon its design. The Pocketed Coil springs are individually wrapped in fabric pockets and connected in the middle so they move independently of each other, creating unsurpassed motion separation, superior conformability and unparalleled durability. The 2007 Beautyrest line ranges in price from \$599-\$3,999 and is divided into three collections:

The Beautyrest Classic line features 800 Pocketed Coil springs, including two rows of heavy gauge Pocketed Coil springs for strengthened edge support, as well as memory foam in select models.

The Beautyrest World Class® line utilizes a 980 density Pocketed Coil spring unit, Ultra 360° foam encasement for sleeping comfort right to the edge and superior comfort materials such as latex and memory foam.

(more)

The Beautyrest Exceptionale™ line features a 1960 density Pocketed Coil spring unit, Two Story™ Coil on Coil construction, Ultra 360° foam encasement, premium foam layers and luxurious fabrics.

“Simmons conducted an impressive amount of research before developing the new Beautyrest line,” said Rolf Sannes, Beautyrest brand director. “We wanted this collection to meet the needs of all audiences, so we interviewed consumers and retail sales associates about what makes a bed desirable and designed the line accordingly. The research definitely proved worthwhile, and we anticipate a very positive response from dealers.”

While all three Beautyrest collections are designed to comply with the new national mattress flammability standard, Simmons is not adding FR-compliant labels to the beds until May 2007 as a quality-control measure.

“We are extremely committed to maintaining the integrity of our products,” said Simmons President Gary Matthews. “Converting all of our manufacturing plants to FR-production is a complicated process, so we are making every effort to ensure that transition is as smooth as possible.”

Simmons is exhibiting its new Beautyrest line, along with beds from its DeepSleep®, BackCare® and Natural Care™ lines at two showrooms in World Market Center building A during the January 2007 Las Vegas Furniture Market. Dealers should visit the company’s primary showroom, space 525, before visiting the company’s second showroom on the 9<sup>th</sup> floor.

“Having two showrooms enables our dealers to interact with over twice as many Simmons mattresses as they could at past markets,” said Eitel. “We now have the space for a huge display of Simmons products including the introduction of the new 2007 Beautyrest line. We look forward to showcasing more of what we have to offer and to continue driving the momentum of our dealers.”

For more information, please visit [www.simmons.com](http://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](http://www.simmons.com).

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