



FOR IMMEDIATE RELEASE

For more information:

Christine Foster
three PR
404.835.4524
cfoster@3atlanta.com

Katie O'Neill
three PR
404.835.4527
koneill@3atlanta.com

**SIMMONS' JANESVILLE, WIS., PLANT RECEIVES
OPERATIONS EXCELLENCE AWARD FOR THIRD STRAIGHT YEAR**

--Company honors its largest manufacturing facility for superior overall performance--

(ATLANTA and JANESVILLE, Wis. – MARCH 1, 2007) – Simmons Bedding Company presented its Janesville, Wis., manufacturing facility with the 2006 Tony Saliture Award for Operational Excellence, making the facility the only Simmons plant to win the award three times. The annual award recognizes a Simmons plant with superior performance in the areas of safety, quality, customer service, cost and productivity. It is the highest honor bestowed upon a plant by Simmons.

“The Janesville plant is a shining example of what can be achieved when a team constantly strives to reach its highest potential,” said Rob Burch, Simmons’ executive vice president of operations. “We commend all of the associates at the Janesville facility for raising the bar yet again and pushing themselves—and our employees at our other plants—to continually improve their performance levels.”

The award is especially significant to the Janesville plant, because it is named after the facility’s former manager, Tony Saliture, who opened the plant in 1980. Although Mr. Saliture retired in 1998, his continued contributions to Simmons have made him a fixture within the company. The award and its evaluation criteria were developed in 2001 to replace Simmons’ annual quality award, which had been presented to the Janesville plant for seven consecutive years. The Janesville plant previously won the Tony Saliture Award in 2004 and 2005. For more information, please visit www.simmons.com.

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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 also serves as a key supplier of beds to many of the world's leading hotel groups and resort properties. 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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