



FOR IMMEDIATE RELEASE

FOR INFORMATION

Christine Foster
three PR
404-835-4524
cfoster@3atlanta.com

SIMMONS BEDDING COMPANY APPOINTS DOMINICK AZEVEDO SVP OF SALES

-Company enhances sales structure and expands leadership-

(ATLANTA – June 1, 2007) – Building on its ongoing efforts to more effectively and efficiently service customers, Simmons Bedding Company announced today an enhancement of its U.S. sales organization designed to meet the demands of its dealers' growing business needs. Effective today, the new structure consolidates the Pacific North and Pacific South regions resulting in six districts, each with dedicated vice presidents. Bill Elliot will have responsibilities for the newly created Pacific District.

As part of the new structure, Dominick Azevedo has been promoted to the role of senior vice president of sales for the East region, while Gary Pleasant remains senior vice president of sales for the West region. Jon Mullinax, formerly the district vice president of the Pacific South, will replace Dominick Azevedo as the district vice president of the Southeast District.

Executive Vice President of Sales Steve Fendrich says that the re-aligned sales structure is a result of the tremendous success of the company's newest product lines, Beautyrest®, Beautyrest Black™ and Natural Care™.

"Acceptance and performance of our 2007 lines has exceeded our expectations," said Fendrich. "Simmons has experienced seven consecutive quarters of strong growth and, as a result, we are enhancing our sales leadership to meet the needs of our growing business. Gary and Dominick's combined leadership will be powerful as we continue to strive for new ways to more effectively serve our dealers."

About Simmons Company

Atlanta-based Simmons Company, through its indirect subsidiary Simmons Bedding Company, is one of the world's largest mattress manufacturers, manufacturing and marketing a broad range of products including Beautyrest®, Beautyrest Black™,

(more)

BackCare®, Natural Care™ Latex, BackCare Kids® and Deep Sleep®. Simmons Bedding Company 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 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.

###

“Safe Harbor” Statement under Private Securities Litigation Reform Act of 1995:

This press release includes forward-looking statements that reflect our current views about future events and financial performance. Words such as “estimates,” “expects,” “anticipates,” “projects,” “plans,” “intends,” “believes,” “forecasts” and variations of such words or similar expressions that predict or indicate future events, results or trends, or that do not relate to historical matters, identify forward-looking statements. The forward-looking statements in this press release speak only as of the date of this call. These forward-looking statements are expressed in good faith and we believe there is a reasonable basis for them. However, there can be no assurance that the events, results or trends identified in these forward-looking statements will occur or be achieved. Investors should not rely on forward-looking statements because they are subject to a variety of risks, uncertainties, and other factors that could cause actual results to differ materially from our expectations. These factors include, but are not limited to: (i) competitive pricing pressures in the bedding industry; (ii) legal and regulatory requirements; (iii) the success of our new products and the future costs to roll out such products; (iv) our relationships with and viability of our major suppliers; (v) fluctuations in our costs of raw materials; (vi) our relationship with significant customers and licensees; (vii) our ability to increase prices on our products and the effect of these price increases on our unit sales; (viii) an increase in our return rates and warranty claims; (ix) our labor relations; (x) departure of our key personnel; (xi) encroachments on our intellectual property; (xii) our product liability claims; (xiii) our level of indebtedness; (xiv) interest rate risks; (xv) compliance with covenants in our debt agreements; (xvi) our future acquisitions; (xvii) our ability to successfully integrate Simmons Canada into our operations; (xviii) our ability to achieve the expected benefits from any personnel realignments; and (xix) other risks and factors identified from time to time in our reports filed with the Securities and Exchange Commission. We undertake no obligation to update or revise any forward-looking statements, either to reflect new developments or for any other reason.

