



FOR IMMEDIATE RELEASE

FOR INFORMATION

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**COMFORPEDIC BY SIMMONS MATTRESS WINS BEST OF BOUTIQUE AWARD
AT HD BOUTIQUE 2007**

--Next-generation memory foam bed garners accolade for Simmons Hospitality Group--

(ATLANTA – Sept. 18, 2007) – Simmons Hospitality Group's new ComforPedic by Simmons™ next-generation memory foam bedding line received the *Hospitality Design* Best of Boutique Award today at the HD Boutique 2007 Exposition & Conference. The honor, which recognizes unique product introductions exhibited at HD Boutique, was awarded to just 11 of the more than 80 Best of Boutique entries.

"We are thrilled that *Hospitality Design* named the ComforPedic by Simmons line one of the best new product introductions at HD Boutique," said Steve Tipton, vice president of Simmons Hospitality Group. "The Best of Boutique distinction reinforces that our ComforPedic® NxG™ Advanced Memory Foam is truly innovative and provides additional sleep benefits for hotel guests."

Simmons acquired the line of next-generation memory foam mattresses and pillows from Comfor Products Inc. and renamed it ComforPedic by Simmons this past summer. The acquisition merged seamlessly the latest memory foam technology with the strength of the Simmons® brand, providing hotels and their guests with a superior product from a company they know and trust.

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The ComforPedic line is made with NxG Advanced Memory Foam, which provides the perfect combination of soft comfort and firm support to conform to one's body. The beds dissipate heat to help guests sleep cool during the night and respond quickly to move with the body's contours, preventing that "quicksand" feeling. The ComforPedic line's patented foam technology also offers consistent comfort, which helps eliminate any changes in feel due to temperature fluctuations.

The ComforPedic by Simmons line features four beds and various pillow styles. Two ComforPedic by Simmons mattresses, the Natural™ and the Nassau Bed™, are being shown at the Simmons Hospitality Group booth (#1672) at HD Boutique on Sept. 18-19. Simmons also is showing its Beautyrest® and Beautyrest Black™ models with the replaceable EverNU™ mattress top at the Simmons Bedding Company booth (#1573) at HD Boutique. For more information, visit www.simmonshospitality.com.

About Simmons

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 under brands including Beautyrest®, Beautyrest Black™, Natural Care™, ComforPedic by Simmons™, BackCare®, Beautyrest Beginnings™ and DeepSleep®. 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, casinos 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 Web site at www.simmons.com.

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"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

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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 and ComforPedic 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.