



**FOR IMMEDIATE RELEASE**

**FOR INFORMATION**

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**SIMMONS' TOM BRKANOVIC PROMOTED TO VICE PRESIDENT-CREDIT SERVICES**

**(ATLANTA – October 22, 2007)** – Simmons Bedding Company announced today that Tom Brkanovic has been promoted to Vice President-Credit Services. Prior to his promotion, Mr. Brkanovic served as Director of Credit Services for Simmons.

“Tom’s expertise and leadership have contributed significantly to the development and performance of the company’s credit department and to our ongoing financial success,” said Simmons Senior Vice President and Treasurer Brian Breen. “Tom’s promotion is well-deserved and a result of his ability to motivate the entire team combined with his own tremendous work ethic and drive.”

Since joining Simmons in 2003, Mr. Brkanovic’s process modifications have led to significantly improved efficiencies within the credit department and better customer service, as well as increased cash flow to the company by reducing Days Sales Outstanding.

**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](http://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 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.*