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### **SIMMONS' EITEL ASSUMES ISPA BOARD CHAIRMANSHIP**

(Alexandria, VA) Chairman and Chief Executive Officer **Charles R. Eitel** of the Simmons Bedding Company assumed chairmanship of the International Sleep Products Association Board of Trustees, effective immediately. Eitel was formerly Vice Chair of the Board, and a search for his replacement is now underway by the ISPA Nominating Committee. This action follows the resignation of former Board Chair Jim Nation.

“I appreciate this opportunity for continued service to our great industry and look forward to strong collaboration with the ISPA Board as we work to expand the mattress market,” said Eitel. “In particular, we hope to strengthen our outreach to consumers by involving retailers in our efforts, and we think they’ll share our excitement about the tremendous opportunities that lie ahead.”

As head of Simmons Bedding Company, the second largest branded bedding company in the world, Eitel brings substantial industry expertise and talent to the association. Under his leadership, Simmons was recognized by Fortune magazine as one of the “100 Best Companies to Work For” two years in a row, in 2003 and 2004. The Atlanta-based company, which has been an ISPA member since it helped found the association in 1915, employs approximately 4,000 associates and operates 17 plants throughout the United States and Puerto Rico.

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“We are delighted that Charlie Eitel has assumed this key industry leadership role,” said ISPA President and CEO **Dick Doyle**. “His insights and support have been essential to the success of our organization, and we truly appreciate his dedication and participation.”

Eitel’s career includes a variety of top positions in the floor coverings industry prior to joining Simmons in 2000. He was president and chief operating officer of Interface, Inc., a leading global manufacturer of floor-coverings and interior fabrics. He also served as president and chief executive officer of Collins & Aikman Floorcoverings and began his career in 1971 as sales trainee for Coronet Carpets, where he was named president in 1980.

*Established in 1915, the International Sleep Products Association, [www.sleepproducts.org](http://www.sleepproducts.org), is the trade organization for mattress manufacturers and their component suppliers around the world. ISPA hosts the biennial ISPA EXPO trade show, ISPA’s annual Industry Conference, and publishes Bed Times and Sleep Savvy magazines.*