



**FOR IMMEDIATE RELEASE**

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**SIMMONS MEETS NEW FEDERAL MATTRESS FLAMMABILITY STANDARD  
WITH SAFE AND EFFECTIVE FIRE BARRIER**

*--Company offers tips for sleeping safely--*

**(ATLANTA – June 29, 2007)** – Simmons Bedding Company announced today that its products are in full compliance with the U.S. Consumer Product Safety Commission’s (CPSC) new federal mattress flammability standard, known as 16 C.F.R. 1633 (1633), which goes into effect July 1. The company’s fire-resistant (FR) barrier meets or exceeds the CPSC’s standard, and Simmons has integrated it into its product lines over the past year.

Simmons Chairman and CEO Charlie Eitel said the company supports the CPSC’s move to enhance the safety of products in the bedroom. “A mattress is not the first thing to catch fire, however if flames spread to the bed, the risk of injury increases greatly,” said Eitel. “An FR-compliant mattress may make it possible for consumers to have additional, precious minutes to escape in the event of fire. After evaluating literally hundreds of possible FR components, we feel that we have developed the safest, most effective barrier possible, without compromising the comfort and durability that are hallmarks of the Simmons brand.”

Simmons’ FR barrier, called SIMGARD™, uses a proprietary blend of flame-resistant components that are non-toxic and recognized by the CPSC as being safe for consumers. The SIMGARD™ FR barrier includes as a component DuPont™ Kevlar® brand aramid fiber. Kevlar® fibers, which uniquely combine high strength with thermal protection, have been used in protective solutions for firefighters, first responders and the military for over 40 years.

“The molecular structure of Kevlar® fibers provides high thermal stability and high resistance to give mattresses inherent thermal protection,” said Kathy Kowalski, global director of new business development – DuPont Advanced Fiber Systems. “We applaud Simmons’ commitment to protecting its customers by using inherently flame-resistant fiber as part of its FR solution.”

(more)

## TIPS FOR SLEEPING SAFELY

While the CPSC's new standard and protective barriers are beneficial measures, mattresses are not the source of fires, which is why a few simple precautions can go a long way in helping consumers sleep safely. "Relying solely on a fire-resistant mattress may create a false sense of security. Commonsense precautions can help to protect people from fires, including those that start in the bedroom," said Simmons EVP of Marketing Tim Oakhill.

Simmons has developed "Five Tips for Safe Sleep," which include the following recommendations:

- 1. Smoke detectors really do save lives.** In 62 percent of mattress-related fires, smoke alarms were either not present or not functioning.\* Smoke detectors are critical to fire safety. Check smoke detector batteries every six months. Let children test smoke detectors so they'll be familiar with the sounds of the alarm.
- 2. Have an escape plan.** The U.S. Fire Administration reported that 68 percent of the injuries and 14 percent of the fatalities in mattress-related fires were caused by people trying to put out fires.\* Having a well-rehearsed escape plan is essential for getting family members out safely.
- 3. Start protecting your children when they're small.** When shopping for clothes for young children, look for items with flame resistant labels or those made of less flammable fabrics. Never put infants or toddlers to bed in loose fitting t-shirts or other clothing. The CPSC reports that loose fitting garments made with cotton catch fire easily and result in 200–300 burn injuries to children yearly.
- 4. Be careful with fire—even if you're an adult.** At an early age, teach young children about the hazards of fire. Keep matches and lighters out of the reach of children, ideally securing them in a locked location. Cigarettes are the leading cause of mattress fires,\* so don't smoke in bed. In addition, extinguish all burning candles before going to sleep or exiting the room.
- 5. Apply care with appliances.** Ensure that you use only lab-approved electric blankets and warmers with cords that aren't frayed. Bedding, curtains and clothing should always be at least three feet from portable heaters. Don't let electrical cords get caught between mattresses and walls where they can heat up bedding.

\*U.S. Fire Administration. *Topical Fire Research Series*. Volume 2, Issue 17. March 2002.

For more information, please visit [www.simmons.com](http://www.simmons.com).

### **About Simmons Bedding 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 under brands including Beautyrest<sup>®</sup>, Beautyrest Black<sup>™</sup>, Natural Care<sup>™</sup>, BackCare<sup>®</sup>, Beautyrest Beginnings<sup>™</sup>, and Deep Sleep<sup>®</sup>. 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](http://www.simmons.com).

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*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.*