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**SIMMONS FOCUSES ON MAXIMIZING DEALER PROFITABILITY THROUGH
PRODUCT INNOVATIONS AND BEST-IN-CLASS MERCHANDISING STRATEGIES
AT THE LAS VEGAS FURNITURE MARKET**

-New BeautySleep® brand and select Beautyrest® models offer consumers entry-level opportunities to buy Simmons products, while Beautyrest Black® continues to define the luxury category with new innovations-

(ATLANTA – February 9, 2009) – Simmons Bedding Company announced today the introduction of several exciting new products and technologies focused on unleashing the power of the Simmons® step-up story and maximizing dealer profitability. A new line of open coil mattresses under the BeautySleep® name, additional Beautyrest® models and a new performance technology known as Transflexion™ are debuting at this week's Las Vegas Furniture Market.

Simmons' market introductions deliver enhanced value across all price points by reinforcing features that symbolize Simmons' exceptional quality and durability – attributes that have helped make Simmons a market leader for more than 100 years.

"We are constantly engaged in market research and through that process have identified multiple consumer and product opportunities that led to the design and development of the lines we're showing at Market," said Simmons' Executive Vice President of Marketing Tim Oakhill. "With these strategies, we can introduce more consumers to the Simmons franchise and give our dealers a breadth of product options to step consumers up and drive profitability at retail."

(more)

Think Comfort. Think Support. Think Durability. Think BeautySleep®.

Simmons is offering the strongest step-up opportunity in the category with its new BeautySleep® brand. An embodiment of comfort, support and durability, the line is comprised of 10 high-performance open coil models priced from \$399 to \$799 some of which feature visco memory foam and foam encased edge support.

“Research has shown that the BeautySleep® name itself has near automatic recognition among consumers, which exceeds that of many other established brands in the industry. We believe that the name, together with our product designs and range of comfort levels, will create retail excitement and a big opportunity for our dealers to drive traffic to their stores,” said Simmons’ Brand Director Rolf Sannes. “These efforts combined with the power of Simmons’ merchandising strategies should give our dealers the most powerful line of products to drive revenue by leveraging the consumer step-up into the full Simmons® product portfolio.”

Transflexion™ Process Technology: A New Product Performance Standard

The Simmons® Beautyrest Black® line continues its legacy of redefining the luxury category for the bedding industry, with product introductions that feature the Advanced Pocketed Coil™ in a new coil unit design. This construction, called the Variform Advanced Pocketed Coil™ spring unit, brings a new range of comfort options to the brand by varying the configuration of the coil for a greater difference in feel between models. The new line also leverages Simmons’ patent-pending Transflexion™ process technology. Mark Owen, Simmons’ vice president of brand management, believes that the new process will create products with the highest tolerances and comfort consistency that the industry has ever seen. “The combination of technologies that is in our newest Beautyrest Black® line will take our offerings to the next level by having the consistency of feel from floor sample to home delivery,” said Owen. “Higher consumer satisfaction means maximized profitability for our dealers.”

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Evenloft™ Design Brings Consumers Closer to Beautyrest® Comfort

Simmons is also displaying new Beautyrest® Classic products with suggested retail prices below \$1,000, along with three new Beautyrest® World Class® models that are targeted to retail between \$1,000 and \$2,000. All of the models offer the conformability and motion separation benefits of Beautyrest® Pocketed Coil® technology, and the new World Class® models feature Simmons' patent-pending Evenloft™ Design. The Evenloft™ Design eliminates the use of quilt stitching to create a smooth sleeping surface and provides consumers with a differentiated feel that results from closer contact with the bed's comfort layers and Pocketed Coil® springs.

"The introductions with Evenloft™ work with the current Beautyrest® product offerings and are the perfect way for dealers to further enhance their Beautyrest® merchandising strategy," said Sannes.

Simmons will exhibit the company's new products at its World Market Center showroom (building A, space 525) during this week's Las Vegas Furniture Market. For additional information on Simmons® products, visit www.simmons.com.

About Simmons Bedding Company

Atlanta-based Simmons Bedding Company is one of the world's largest mattress manufacturers, manufacturing and marketing a broad range of products including Beautyrest®, Beautyrest Black®, Beautyrest Studio™, ComforPedic by Simmons™, Natural Care®, Beautyrest Beginnings™, BeautySleep® and Deep Sleep®. Simmons Bedding operates 19 conventional bedding manufacturing facilities and two juvenile bedding manufacturing facilities across the United States, Canada and Puerto Rico. Simmons Bedding also serves as a key supplier of beds to many of the world's leading hotel groups and resort properties. Simmons Bedding 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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