



**FOR IMMEDIATE RELEASE**

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**SIMMONS CELEBRATES EARTH DAY BY ENCOURAGING  
CONSUMERS TO “SLEEP GREEN”**

*--Company promotes Natural Care line with eco-bedroom tips, pillow giveaway and Danny Seo appearance on HSN—*

**(ATLANTA – April 21, 2009)** – In celebration of Earth Day, [Simmons Bedding Company](#) is encouraging consumers to “sleep green” in 2009 by creating eco-friendly bedroom environments that include the company’s [Natural Care® mattress and pillow collection](#), which is endorsed and designed by environmental lifestyle expert Danny Seo. Simmons is reaching consumers directly with its “sleep green” message through [The Green Guide to a Healthier Bedroom](#), which is available online at [www.naturalcarebed.com](http://www.naturalcarebed.com), as well as through appearances by Danny Seo on HSN this week. The company also is partnering with retailers on an in-store Natural Care® pillow giveaway that is designed to provide consumers with an added incentive to purchase a Natural Care® mattress. Each of these efforts helps to promote the Natural Care® line and the idea that environmentally responsible bedding products are just as comfortable and attractive as traditional options.

“Earth Day is the perfect time to remind consumers that they can bring sustainability into the bedroom,” said Anne Kozel, Simmons’ specialty sleep brand director. “Consumers spend a significant amount of time in the bedroom, specifically in close contact with their mattress and pillow, so it makes sense that the mattress is an important element of an eco-friendly sleep environment. Our ‘sleep green’ education efforts help consumers realize this fact, so they can make the right decision when it’s time to purchase a new bed.”

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### ***The Green Guide to a Healthier Bedroom***

In order to teach consumers about the various elements that contribute to “green sleep,” Simmons partnered with Danny Seo to create *The Green Guide to a Healthier Bedroom*, an easy-to-understand brochure that helps take the mystery out of “going green.” The Guide contains simple, eco-friendly design tips and includes the following suggestions for “greening” the mattress, bed frame, pillow, sheets and comforter:

- **Mattress:** Look for alternatives that feature natural fabrics and materials like natural latex. The Natural Care® collection features latex foam made in part from biodegradable materials like rubber tree sap as well as base foams enhanced with soy.
- **Bed Frame:** Instead of buying a brand new headboard, try shopping at a flea market or antique mall or consider giving your old bed frame a new personality with a coat of paint.
- **Pillow:** Check out naturally-derived materials like latex, which is featured in the Natural Care® pillow. In addition to being comfortable and supportive, it is hypoallergenic and inherently resistant to dust mites, mold and mildew.
- **Sheets:** Consider linens made from sustainable fabrics and know there is an eco-option to complement every season. Try organic cotton in spring, hemp sheets in summer and organic flannel in winter.
- **Comforter:** Choose a comforter that’s filled with cotton—it’s a great insulator. Plus, it’s hypoallergenic and is easily cleaned in the washing machine.

While consumers are able to download the Guide directly from the Natural Care® Web site, retailers also may find it useful to stock copies of the brochure in-store for customers that want to refer to it while shopping.

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### **The Natural Care® Pillow Giveaway**

Simmons also is promoting the Natural Care® collection via a new pillow giveaway that is designed to help retailers close sales of Natural Care® mattresses by providing consumers with an additional reason to purchase a Natural Care® sleep set. The promotion offers consumers two free Natural Care® Branch River™ pillows (estimated retail value \$79.99 each) with the purchase of a queen or king size Natural Care® mattress or one free pillow with the purchase of a twin or full size Natural Care® mattress. To receive their free pillows, consumers need to obtain a redemption coupon from their local retailer, which can then be sent to Simmons along with a copy of the purchase receipt and \$14.99 for shipping and handling.

“While many consumers are interested in obtaining an eco-friendly night’s sleep, we know they may be hesitant to invest their money in a new mattress these days,” said Ms. Koziel. “This pillow promotion helps consumers view their Natural Care® bedding purchase as a value because they are receiving more for their money.”

The giveaway is open to Simmons® retailers that currently carry both Natural Care® mattresses and pillows as well as to retailers that begin selling both products during the course of the promotion, which runs through October 1, 2009. Retailers that are interested in adding Natural Care® mattress or pillow products to their offerings should contact their Simmons® sales representative.

### **Danny Seo on HSN**

Simmons is also continuing its “sleep green” outreach in connection with Earth Day with multiple appearances by Danny Seo on HSN. Mr. Seo will discuss the benefits of an eco-friendly sleep environment while promoting the Natural Care® collection to viewers on Tuesday, April 21<sup>st</sup> during the 11 p.m. hour and again on Wednesday, April 22<sup>nd</sup> during the 6 a.m., 12 p.m. and 5 p.m. hours (all times EDT). The Natural Care® collection will be available for purchase during Mr. Seo’s appearances. Interested consumers should check their local television listings for channel specifics.

For more information about the Natural Care® collection, please visit [www.naturalcarebed.com](http://www.naturalcarebed.com).

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## 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™, Beautyrest NxG™, ComforPedic by Simmons™, Natural Care®, BeautySleep®, Beautyrest Beginnings™ and Slumber Time®. Simmons Bedding Company operates 19 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 bedding 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 Web site at [www.simmons.com](http://www.simmons.com).

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