



FOR IMMEDIATE RELEASE

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REALLY WANT A NEW MATTRESS? SIMMONS WANTS TO SEE HOW BADLY

-Explain why you want a new Beautyrest® bed, and it could be yours-

(ATLANTA – JULY 2, 2009) – If you want a new mattress so badly you can see it, all you have to do is make everyone else see it, and you could win a brand new Beautyrest® mattress from Simmons Bedding Company.

Simmons announces the launch of its “I REALLY want my Beautyrest® mattress” promotion. From July 1st through September 30th, visitors who could use the comfort and support of a new Beautyrest® mattress can go to contest.simmons.com to enter a video or photo and essay about why they want a new Beautyrest® mattress.

Ten lucky winners will receive a brand new Beautyrest® mattress, valued up to \$3,000, and the many restful nights of undisturbed sleep that come with it. And if they purchased a new Beautyrest® mattress during the promotion, Simmons will refund their purchase price.

Summer is traditionally a popular time to purchase a mattress, and Simmons is using this promotion to generate excitement about the Beautyrest® brand during the hottest part of the sales year.

“We wanted to host a promotion this summer that not only heightened the visibility of the Beautyrest® brand but allowed us to interact with consumers on a creative level,” said Tim Oakhill, Simmons’ executive vice president of marketing. “Thanks to advances in the social media landscape, we’ve been able to develop a promotion that is really unlike anything Simmons has ever done before. We designed the ‘I REALLY want my Beautyrest® mattress’ contest to be a fun endeavor for both entrants and for our company, and we can’t wait to see the entertaining submissions that will be posted to the contest Web site.”

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The world's online consumers, along with a panel of judges, will determine the top 20 contest entries, and visitors to contest.simmons.com will participate in a final round of voting to select the 10 winners. In true "viral marketing" fashion, once their entries have been submitted, contestants can pass along links to the contest Web site to encourage others to vote for their submissions. Simmons is announcing the contest on Facebook and Twitter and is also inviting consumers to participate via the Company's e-mail newsletter, the Simmons® and Beautyrest® Web sites (www.simmons.com and www.beautyrest.com) and in-store promotion materials. Dealers may place a contest widget, an online application, on their Web sites so that customers may vote for their favorite entry directly from the store's home page.

"Consumers interact with our brand in many ways; however, at the retail store is where they can immerse themselves in the Beautyrest® experience. For this reason, giving our dealers the tools to make this promotion part of their own marketing efforts is a key component of the campaign," said Oakhill.

For more information, official rules and to enter the "I REALLY want my Beautyrest® mattress" contest, visit contest.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 including Beautyrest®, Beautyrest Black®, Beautyrest Studio™, ComforPedic by Simmons™, Natural Care®, Beautyrest Beginnings™, BeautySleep® and Deep Sleep®. 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 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 .

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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 press release. These forward-looking

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