



**FOR IMMEDIATE RELEASE**

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**SIMMONS BRINGS FIVE STRIKING NEW BEAUTYREST EXCEPTIONALE STYLES  
TO HIGH POINT MARKET**

*-New colors, new fabrics and a new world of comfort and performance-*

**(ATLANTA—October 16, 2009)** – When you've designed mattresses with colors and fabrics that turn heads in a showroom and built into them all the comfort, conformability, support and durability a consumer could want, you've created something extraordinary. Simmons Bedding Company has done just that and is introducing five new models of the Beautyrest® Exceptionale® collection from October 17 to 21 at the High Point Market, the largest furnishings industry trade show in the world.

The new Beautyrest® Exceptionale® models feature the unsurpassed motion separation, conformability and durability benefits of Simmons' signature Beautyrest® Pocketed Coil® springs as well as latex and other durable, high-performance foams for maximum comfort and support. With a suggested retail price range of \$1,599 to \$1,999, the various comfort levels available include Firm, Plush/Firm, Plush, Super Pillow Top and TruSoft® Pillow Top options. Simmons has added new visual touches to the Beautyrest® Exceptionale® styles, such as plum and pewter accent colors in the stitching and tape edges, as well as coordinating foot streamers and pillow shams, for a striking appearance that stands out on the retail floor.

"We put a lot of research into designing the aesthetics of this collection and determining what would appeal to consumers. We pushed the envelope by adding color to select models and by incorporating new fabrics and colors in the border to create a visually pleasing design while delivering the motion separation, conformability and durability that makes it a Beautyrest®," said Rolf Sannes, Beautyrest® brand director.

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The comfort and durability of Beautyrest® Exceptionale® lies in its Two Story® coil on coil construction, which includes a complete layer of plush, shape-conforming Pocketed Coil® springs atop a second layer of Pocketed Coil® springs, providing the ultimate in support. Each mattress features a 1,960 Pocketed Coil® density, so a significant amount of steel is contained in the beds; however, in response to concerns about the heaviness of Beautyrest® Exceptionale® products, Simmons re-engineered the foam encasement in the new models, which has reduced the beds' weight by 30 percent when compared to previous models. The Ultra 360 Foam Encasement now includes 6 inches of high-density foam edge support, providing comfort right to the edge. The collection comes in soothing top of bed fabrics, including stretch knit fabrics blended with natural yarns, and features suede border fabrics for an opulent appearance.

“It’s all about the look, feel and experience,” said Sannes. “Beautyrest® Exceptionale® offers a great look, a luxurious feel that is available in a range of comfort levels and the experience of superior motion separation and conformability.”

Simmons is exhibiting the new Beautyrest® Exceptionale® models this week during High Point Market at the IHFC building, Wrenn wing, space W746. To learn more about Beautyrest® Exceptionale®, visit [www.beautyrest.com](http://www.beautyrest.com).

### **“I REALLY Want My Beautyrest® Mattress” Contest Concludes**

This October also marks the conclusion of Simmons’ “I REALLY Want My Beautyrest® Mattress” promotion, which will award new Beautyrest® mattresses to participants who submitted the top 10 videos or photos and essays explaining why they want a new Beautyrest® mattress. The winning entries will be determined through a final round of public voting by visitors to the promotion’s Web site. The public voting period lasts through October 29, and Simmons encourages all consumers to visit [contest.simmons.com](http://contest.simmons.com) to cast their vote for their favorite entry.

### **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™, ComforPedic Loft™, Natural Care®, Beautyrest Beginnings™ and BeautySleep®. Simmons Bedding operates 19 conventional bedding manufacturing facilities and two juvenile bedding manufacturing facilities

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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 Simmons Bedding's Web site at [www.simmons.com](http://www.simmons.com).

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#### **“Safe Harbor” Statement under Private Securities Litigation Reform Act of 1995:**

*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 statements are expressed in good faith and Simmons believes 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 Simmons’ expectations. These factors include, but are not limited to: (i) our ability to comply with and fulfill closing conditions in the Plan Sponsor Agreement, including obtaining the requisite creditor consents and financing, approval of the Plan from the Bankruptcy Court, and expiration of the waiting period under HSR; (ii) compliance with covenants in, and any defaults under, our debt agreements or instruments; (iii) our ability to (a) comply with the terms of the forbearance agreements, including meeting certain conditions contained therein, or (b) obtain further extensions to the forbearance periods; (iv) compliance by the lenders and note holders with the terms of the forbearance agreements; (v) increased cost of credit and associated fees resulting from the forbearance extensions and any waiver or modification of the senior credit facility by the lenders or any waiver or modification of the subordinated notes or other indebtedness; (vi) in the event of the failure to consummate the transactions contemplated by the Plan or to obtain further extensions to the forbearance periods, Simmons being required to immediately repay all amounts outstanding under the senior credit facility resulting from the noncompliance with the covenants thereunder or otherwise being in default under its debt which could in turn result in a default under the indebtedness of Simmons, Simmons Company or Bedding Superholdco Incorporated or could result in a bankruptcy filing by or against us or any of our affiliates and have an adverse impact on the value of our and our affiliate’s debt and equity securities; (vii) the potential adverse impact of any restructuring or any related pre-arranged or voluntary bankruptcy filing on our business, financial condition, liquidity, results of operations and the value of our and our affiliate’s debt and equity securities; (viii) interest rate and credit market risks; (ix) competitive pressures in the bedding industry; (x) general economic and industry conditions; (xi) our ability to launch new products on a timely basis, the success of our new products and the future costs to rollout such products; (xii) legal and regulatory requirements; (xiii) our relationships with and viability of our suppliers, significant customers and licensees; (xiv) fluctuations in our costs of raw materials and energy prices; (xv) our ability to hold or increase prices on our products and the related effect on our unit sales; (xvi) an increase in our return rates and warranty claims; (xvii) our labor relations; (xviii) encroachments on our intellectual property; (xix) our product liability, intellectual property and other litigation claims; (xx) our level of indebtedness; (xxi) foreign currency exchange rate risks; (xxii) our future acquisitions; (xxiii) our ability to achieve the expected benefits from any personnel realignments; (xxiv) higher bad debt expense as a result of increased customer bankruptcies due to instability in the economy and slowing consumer spending; (xxv) our ability to maintain sufficient liquidity to operate our business; and (xxvi) 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.*