

DEALING WITH CUSTOMERS

Product Quality and Safety

To be successful, Simmons must consistently strive to treat customers fairly and honestly. Product quality and responsible marketing practices are critical parts of what Simmons is expected to do.

Maintaining the high quality and safety of products is critical to Simmons' success—because it is what consumers have a right to expect from us. So that we consistently meet these expectations, and so that we meet or exceed all governmental and company safety and quality standards for our products, associates must act in accordance with these company quality and safety commitments.

Simmons will consistently work to:

- Follow all government requirements and all company standards on product safety and quality;
- Strictly adhere to company production and quality control procedures;
- Strictly follow all procedures for the storage, handling and shipping of products;
- Assure that any new product has satisfied all applicable standards for quality and safety before being offered to the public; and
- Ensure that product recall and governmental notification procedures are in place and followed if a product fails to meet these standards or has been tampered with.

Every day, Simmons' reputation for quality and safety is in the hands of associates. If you learn of a product safety or quality issue or problem, report it immediately to your supervisor, management, the Quality Department, the Vice President of Supply Chain Management, or the [Open Door Line](#).

Question: A shift supervisor has told us to skip a quality control procedure. I think this violates company policy, but she is the supervisor. Should I just follow orders and ignore this?

Answer: No. If you think that the supervisor is breaking the rules and you do not feel comfortable talking with your supervisor directly, contact your supervisor's supervisor, Simmons' Quality Department, the Vice President of Supply Chain Management, or call the [Open Door Line](#).

Advertising and Promotion of Our Products

Simmons products are advertised through co-op advertising with our customers. Simmons issues standards for co-op advertising to our customers, however, all advertising is developed and approved by customers and not Simmons.

Privacy of Customer and Other Information

Each associate has a responsibility to protect the privacy of confidential information that customers, vendors, contractors and others entrust to them. Associates who do not have a business reason to access confidential information of others should never seek to do so, and those who do have legitimate access should take measures to ensure that no unauthorized release or use of private customer information occurs.