



FOR IMMEDIATE RELEASE

FOR INFORMATION

Christine Foster
three PR
404.835.4524
cfoster@3atlanta.com

Leslie Thompson
three PR
404.835.4525
lthompson@3atlanta.com

**COMFORPEDIC FEATURED IN SILENT AUCTION
TO BENEFIT AMERICAN RED CROSS**

- Red Tie Affair honors individuals for humanitarian spirit, raises funds for disaster relief -

(ATLANTA – April 8, 2011) – Simmons Bedding Company’s ComforPedic® Mystic® mattress set will be featured in a silent auction benefiting the American Red Cross at this week’s Red Tie Affair, a gala honoring individuals who have shown a humanitarian spirit, courage and selfless behavior.

This year’s event, held Saturday, April 9 in Santa Monica at the Fairmont Miramar Hotel, will honor Betty White, Josh Duhamel and a team from Saint John’s Health Center. Five hundred attendees, including Katherine Heigl, Miley Cyrus and Fergie, will also enjoy a private reception with live music, casino, a gourmet dinner, silent and live auctions.

“These volunteers provide incredible relief to disaster victims,” said Scott Smalling, president of Simmons’ Specialty Sleep division. “We first met the Red Cross of Santa Monica team through our participation in GBK’s Oscar Luxury Gift lounge, and we’re happy to help support their efforts.”

During the evening’s festivities, the ComforPedic® set, valued at \$3,299, will be featured

(more)

ComforPedic Featured in Silent Auction/page 2

in the casino room's silent auction to help raise funds for local and national disaster prevention, preparation and response. The bed features ComforPedic Advanced NxG® Memory Foam which dissipates heat through improved airflow and responds quickly to your movements for ultimate comfort.

To learn more, visit www.Comforpedic.com, "like" [Simmons Bedding Company on Facebook](#) or [follow us on Twitter](#).

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 NXG®, Beautyrest Studio™, ComforPedic by Simmons™, ComforPedic Loft™, Natural Care®, Beautyrest Beginnings™ and BeautySleep®. Simmons Bedding operates 19 conventional bedding manufacturing facilities and one juvenile bedding manufacturing facility 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 www.simmons.com or follow Simmons Bedding on [Facebook](#) and [Twitter](#).

###

Forward-Looking Statements

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's expectations. These factors include, but are not limited to: (i) competitive pressures in the bedding industry; (ii) general economic and industry conditions; (iii) our ability to launch new products on a timely basis, the success of our new products and the future costs to rollout such products; (iv) legal and regulatory requirements; (v) our relationships with, exposures to credit risk and viability of our suppliers, significant customers and licensees; (vi) fluctuations in our costs of raw materials and energy prices; (vii) our ability to hold or increase prices on our products and the related effect on our unit sales; (viii) an increase in our return rates and warranty claims; (ix) our labor relations; (x) encroachments on our intellectual property; (xi) our product liability, intellectual property and other litigation claims; (xii) our level of indebtedness; (xiii) compliance with covenants in, and any defaults under, our 11.25% senior secured notes indenture and our asset-based lending (ABL) credit agreement; (xiv) interest rate and credit market risks; (xv) foreign currency exchange rate risks; (xvi) our future acquisitions; (xvii) our ability to achieve the expected benefits from any personnel realignments; and (xviii) our ability to maintain sufficient liquidity to operate our business. We undertake no obligation to update or revise any forward-looking statements, either to reflect new developments or for any other reason.