



FOR IMMEDIATE RELEASE

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SIMMONS KIDS LAUNCHES PARENT AND KID-FRIENDLY WEBSITE TO PROMOTE HEALTHY SLEEP IN CHILDREN

-Site features expert tips, easy-to-read product information and interactive games-

(ATLANTA – April 27, 2005) – Simmons Bedding Company launched a new website, SimmonsKids.com, this week, to provide parents with a new resource for information on children's sleep. Simmons worked with interactive agency Spunlogic to develop the site, which focuses on all aspects of children's sleep - from the needs of newborns to those of teenagers - and includes information about Simmons Kids™ bedding products, a list of tips for transitioning children from cribs to beds and a section where moms can share sleep-related advice with one another.

"We've conducted extensive research on the needs of parents with young children and have learned that many are intimidated by the kids' mattress shopping experience," said Anne Kozel, brand manager, Simmons Kids. "We designed SimmonsKids.com so that parents can find the information they need to help create healthy sleep environments for their kids.

"Children have special sleep needs that must be individually addressed and our goal is to provide content and tools that address childhood sleeping problems and will promote quality, restful sleep for kids," said Kozel.

SimmonsKids.com also provides parents with creative methods for dealing with children's sleep-oriented fears. The site allows parents to celebrate a child's move from a crib or a toddler bed to a traditional mattress with the Simmons Kids™ *Big Kid Bed Diploma*, a colorful, personalized certificate parents can create online to mark the occasion. The site's *No More Monsters* section reduces fears of monsters under the bed by allowing children to design their own monster and to create a sign that declares their bed monster-free.

"We want to provide tools that will support parents as their children encounter milestones in their sleep lives," said Kozel. "*Big Kid Bed Diploma* and *No More Monsters* enable fun, hands-on collaboration between parents and kids that will create memories for years to come."

Simmons Kids™ line of bedding products for babies, teens and in-betweens will be available in May 2005. The Simmons Kids™ line consists of three primary brands:

- Simmons Kids™ Baby Mattress- affordable foam and coil crib mattresses.
- BackCare Baby™ - moderate to premium crib mattresses that feature supportive Pocketed Coil® springs.
- BackCare Kids® - Simmons' established line of beds for kids age four and up.

To find out where you can purchase Simmons Kids™ products in your area or to obtain more information on children's sleep, please visit www.simmonskids.com.

About Simmons

Atlanta-based Simmons Bedding Company is one of the world's largest mattress manufacturers, manufacturing and marketing a broad range of products including Beautyrest®, BackCare®, BackCare Kids®, Olympic® Queen, Deep Sleep® and HealthSmart™. Simmons Kids™ specializes in bedding products specifically designed for babies and children. The Company operates 17 conventional bedding manufacturing facilities and three children's bedding manufacturing facilities across the United States and Puerto Rico. 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. Media inquiries should be directed to Christine Foster, 404.266.0899, ext 101, cfoster@trone.com or Katie O'Neill, 404.266.0899, ext. 125, koneill@trone.com.

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