



**FOR IMMEDIATE RELEASE**

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**SIMMONS BEDDING COMPANY OPENS NEW MANUFACTURING FACILITY  
IN NEENAH, WIS.**

*-Company marks occasion with ribbon cutting ceremony and employee celebration-*

**(ATLANTA and NEENAH, Wis. -- November 17, 2005)** - Simmons Bedding Company is marking the opening of its new manufacturing facility in Neenah, Wis. today with an employee celebration featuring a ribbon cutting ceremony with Neenah Mayor George Scherck, Wisconsin State Rep. Dean Kaufert and executives from Simmons corporate headquarters in Atlanta. The 40,000 square foot plant produces crib mattresses, contour changing pads, cradle pads and dressing table pads, which are for the Company's Simmons Kids division. Twice the size of the company's former manufacturing location in Oshkosh, Wis., the new facility contains state of the art equipment and processes that allow Simmons to better service their customers while ensuring their employees' safety and well-being.

"The opening of a new manufacturing plant is an exciting event for everyone at Simmons," said Bill Creekmuir, Simmons' Chief Financial Officer. "The production of high quality sleep products requires a high quality facility, and this new building reflects the pride Simmons takes in both our employees and our products. "

Simmons' Neenah facility employs 70 individuals with potential for future growth. The company has already expanded its workforce from 53 employees at its former Oshkosh plant, adding 17 new jobs to Wisconsin's economy.

"We find the business climate in the Fox Cities area and in Wisconsin overall to be very favorable and are proud to maintain our operations here," said Bill Graham, Simmons' director of operations in Neenah. "In addition, keeping our workforce intact was a top priority for us and we have been fortunate to retain all of our employees through this transition time. We look forward to expanding both our workforce and our productivity here in Neenah."

Simmons acquired the Simmons Kids baby mattress division from a licensee in 2004. The Company currently operates 330,000 square feet of manufacturing space in Wisconsin and employs 382 individuals between its Neenah and Janesville, Wis. facilities.

To learn more about Simmons Kids, visit [www.simmonskids.com](http://www.simmonskids.com).

### 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®, BackCare®, BackCare Kids®, Olympic® Queen, Deep Sleep® and HealthSmart™. Its Simmons Kids™ division specializes in providing 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](http://www.simmons.com).

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*This press release includes forward-looking statements that reflect Simmons' 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 release. These forward-looking statements are expressed in good faith and we believe 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) competitive and pricing pressures in the bedding industry; (ii) legal and regulatory requirements; (iii) the success of new products, including HealthSmart™, our new Beautyrest® premium priced products, our new Deep Sleep® products, and the Beautyrest® Caresse® products; (iv) our relationships with our major suppliers; (v) fluctuations in costs of raw materials; (vi) the significance and duration of any disruption to our business resulting from a shortage of polyurethane foam; (vii) our relationship with significant customers and licensees; (viii) our ability to increase prices on our products and the effect of these price increases on our unit sales; (ix) our labor relations; (x) departure of key personnel; (xi) encroachments on our intellectual property; (xii) product liability claims; (xiii) our level of indebtedness; (xiv) interest rate risks; (xv) compliance with covenants in our debt agreements; (xvi) future acquisitions; (xvii) an increase in return rates and warranty claims; (xviii) our ability to achieve the expected benefits from the corporate realignment; and (xix) other risks and factors identified from time to time in the Company's reports filed with the Securities and Exchange Commission (“SEC”). We undertake no obligation to update or revise any forward-looking statements, either to reflect new developments or for any other reason.*