



**FOR IMMEDIATE RELEASE**

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**SIMMONS' HEALTHSMART MATTRESS TOP WINS  
GOOD HOUSEKEEPING'S GOOD BUY AWARD**

*-Innovation chosen for its ingenuity, value and exceptional performance-*

**(ATLANTA – January 5, 2006)** – Good Housekeeping recognized the HealthSmart™ mattress top from Simmons Bedding Company during its 11<sup>th</sup> Annual Good Buy Awards, which honor products that use cutting-edge technology and innovation to make consumers' lives easier. Through its launch of the HealthSmart mattress top this past year, Simmons enabled consumers to zip-off and wash the top of their mattresses for the first time. Laundering of the HealthSmart mattress top helps remove dirt, germs, bacteria, dust mites, odors and perspiration just like when you clean your sheets, contributing to a healthier sleep environment.

"The opinion of the Good Housekeeping Institute is one of consumers' most trusted viewpoints," said Tim Oakhill, Simmons' senior vice president of marketing. "This recognition of the HealthSmart mattress top has helped further establish Simmons as the mattress industry's leading innovator, a title we've maintained since the development of our Beautyrest® Pocketed Coil® springs in 1925."

The Good Housekeeping Institute selected its Good Buy award recipients through an assessment of a product's innovation, affordability and performance during testing. Good Housekeeping Editor in Chief Ellen Levine announced the award-winning products at a breakfast at the Sofitel Hotel in New York, where Tim Jones, Simmons' director of advertising, accepted the award on behalf of the mattress manufacturer. Good

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Housekeeping honored seven additional companies at the ceremony, including General Electric, Procter & Gamble and Whirlpool.

Good Housekeeping features this year's Good Buy Award winners in its January 2006 issue, which is available on newsstands now. For more information, please visit [www.simmons.com](http://www.simmons.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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#### ***“Safe Harbor” Statement under Private Securities Litigation Reform Act of 1995:***

*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.*