



**FOR IMMEDIATE RELEASE**

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**SIMMONS LAUNCHES BEAUTYREST BLACK, BACKCARE AND NATURAL CARE LINES  
AT JULY 2006 LAS VEGAS FURNITURE MARKET**

*-New bedding lines target consumers with specific sleep needs and desires-*

**(ATLANTA - July 24, 2006)** - Simmons Bedding Company is launching three new bedding lines designed to provide consumers with customized sleep experiences at this week's Las Vegas Furniture Market. The manufacturer's latest product additions—the Beautyrest Black™ luxury line, the revitalized BackCare® line and the all-latex Natural Care™ line—reach out to consumers that are looking for mattresses to meet their specific sleep needs and desires.

“Consumers seek products that fit with their personal lifestyles instead of products that are designed for the general population,” said Tim Oakhill, Simmons' senior vice president of marketing.

“Simmons recognizes that the selection of a mattress is a very personal process, and we are continuing to expand our product lines to provide consumers with additional mattress choices that are suited to their individual preferences. Our new Beautyrest Black™, BackCare® and Natural Care™ lines are evidence of this diversification.”

Simmons designed the new lines after conducting extensive research to determine what types of sleep solutions would benefit consumers most. Each of the introductions contains the latest innovations in mattress technology and features the highest quality materials to ensure that consumers obtain the best sleep possible.

**The Beautyrest Black™ Line**

The Beautyrest Black™ collection includes all of the motion separation and conformability elements for which the Beautyrest® mattress line is renowned and places them in a luxury edition that combines exquisite detail and expert tailoring to provide supreme comfort. The line features Advanced Pocketed Coil™ technology for enhanced durability and opulent components like silk and

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cashmere to pamper and indulge consumers, further emphasizing the superiority of the Beautyrest Black™ sleep experience. The line has a suggested retail price of \$1,999 and up.

### **The BackCare® Line**

The Simmons® BackCare® line features the BackCare® Zone System, which is designed to follow the contours of the body for maximum support and proper spinal alignment. Each BackCare® mattress also offers the unique Evenloft™ Design, which creates a smooth sleeping surface to help ensure a more restful, restorative night's sleep, as well as AllerCare™ fibers to reduce allergens in the sleep environment. Select models include Technogel™ support, which conforms three-dimensionally to provide support to the back support zone while relaxing and gently massaging the back throughout the night. Multiple BackCare® models are available at suggested retail prices of \$799 and up.

### **The Natural Care™ Line**

Natural Care™ bedding helps to create a natural sleep environment that serves as a retreat for the body every night. The mattress' soft, supportive natural latex surface provides lift in all the right places and helps eliminate pressure points across the entire body. In addition to its remarkable comfort and support benefits, natural latex is an extremely resilient material that performs beautifully for years and is naturally anti-microbial, hypoallergenic and resistant to dust mites, mold and mildew. The Natural Care™ mattress has a suggested starting retail price of \$1,799.

Simmons is introducing the new Beautyrest Black™, BackCare® and Natural Care™ lines beginning today at the 2006 Las Vegas Furniture Market. Simmons is exhibiting its BackCare® and Natural Care™ mattresses at its showroom in World Market Center building A, space 525. The Beautyrest Black™ line is on display in the Acacia Ballroom at the Four Seasons Hotel Las Vegas and is open to retailers by invitation only. For additional information on Simmons® products, 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 under the brands of Beautyrest®, BackCare®, BackCare Kids® and DeepSleep®. It operates 17 conventional bedding manufacturing facilities and two juvenile bedding manufacturing facilities across the United States and Puerto Rico. Simmons is committed to developing superior mattresses and promoting 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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