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**NEW SEALY LINE RAISES THE BAR FOR SPECIALTY SEGMENT,  
PROVIDING SLEEP SIMPLICITY FOR BODY AND MIND**

***Embody™ by Sealy uses clean, simple design for health-conscious consumers***

**TRINITY, NC (February 1, 2010)** – Sealy, North America’s No. 1 mattress brand, today announced the launch of its new line of specialty mattresses, Embody™ by Sealy. The innovative line offers a sleek, contemporary design of memory foam and latex foam mattresses that provide consumers with a choice of clean, breathable products for a healthy sleep environment.

“By incorporating innovative design concepts from around the world, we have created a unique specialty product that is different from anything else on the market,” said Larry Rogers, Sealy president and CEO. “Consumers are increasingly looking for simplification, in other words, ‘less is more.’ The Embody line was inspired by the simplicity and health-promoting properties of foam mattresses that support the body in all of the right places.”

In another first for the bedding industry, Sealy has combined two separate specialty technologies under one brand name. The line features four memory foam and four latex foam mattresses, all of which are incredibly durable and offers consumers a choice based on comfort preference. Memory foam offers the conforming feel of sleeping “in,” while latex foam offers the contouring feel of sleeping “on.” Both products deliver comfort, support and breathability in the fabrics and foams.

“Following the successful launch of our best-selling Stearns & Foster line, we decided again to partner with top global design consultancy, IDEO,” said Jodi Allen, Sealy chief marketing officer and senior vice president of marketing. “The result is a new line that not only features a contemporary, sophisticated design, but provides simplicity from the inside out without any extra layers. Sealy collaborated with IDEO to create an approachable and attractive mattress that delivers the simple, healthy rest consumers want with a selling story they can easily understand.”

The modern design is as purposeful as it is beautiful, and includes unexpected extras like a side pocket in the foundation for bedside essentials and furniture features like upholstery grade fabric.

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### ***Embody by Sealy, Add One***

In addition, the Embody mattress is made with antimicrobial fabric, allergen-resistant foams and provides a natural shield against dust mites and microbes. The entire line is safe and free from formaldehyde and ozone depleting chemicals. Each sleep set is constructed carefully as one single piece to ensure layers work in unison to fully support the body and ensure long-lasting comfort and longevity.

Always an innovator in the mattress industry, Sealy worked with Polartec<sup>®</sup> to design Body Climate<sup>®</sup> by Polartec<sup>®</sup>, an intuitive fabric that regulates temperature. The global leader in performance textiles, Polartec invented the modern synthetic fleece, most commonly used in Patagonia<sup>®</sup> and North Face<sup>®</sup> products. The soft and unique Body Climate by Polartec fabric is exclusive to Sealy and features air channels for breathability and enhanced moisture management for ultimate comfort.

New Embody by Sealy models range from \$1,999 to \$3,299 based on a queen set and will be available in select retail stores nationwide spring 2010.

### **About Sealy Corporation**

Sealy is the bedding industry's largest global manufacturer with sales of \$1.3 billion in fiscal 2009. The Company manufactures and markets a broad range of mattresses and foundations under the Sealy(R), Sealy Posturepedic(R), including SpringFree(TM), PurEmbrace(TM) and TrueForm(R); Stearns & Foster(R), and Bassett(R) brands. Sealy operates 25 plants in North America, and has the largest market share and highest consumer awareness of any bedding brand on the continent. In the United States, Sealy sells its products to approximately 3,000 customers with more than 7,000 retail outlets. Sealy is also a leading supplier to the hospitality industry. For more information, please visit [www.sealy.com](http://www.sealy.com).

### **Forward-looking Statement**

This document contains forward-looking statements within the meaning of the safe harbor provisions of the Securities Litigation Reform Act of 1995. Terms such as "expect," "believe," "continue," and "grow," as well as similar comments, are forward-looking in nature. Although the Company believes its growth plans are based upon reasonable assumptions, it can give no assurances that such expectations can be attained. Factors that could cause actual results to differ materially from the Company's expectations include: general business and economic conditions, competitive factors, raw materials purchasing, and fluctuations in demand. Please refer to the Company's Securities and Exchange Commission filings for further information.

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