



Contact: Tia Krultz, Cramer-Krasselt
312-616-2589, tkrultz@C-K.com

NEW SEALY WEB SITE BRINGS CLARITY TO THE MATTRESS SHOPPING PROCESS

Sealy.com aims to drive more informed, convinced consumer traffic to retail stores

TRINITY, NC (April 20, 2010) – Sealy, North America's No. 1 mattress brand, today announced the re-launch of its corporate Web site – sealy.com. The result of extensive consumer research, the new site is designed to help solve mattress consumers' greatest frustration - determining which mattress is most right for them.

"We listened to the voice of our target consumers when building our new Web site," said Jodi Allen, Sealy chief marketing officer. "They told us the mattress shopping experience is incredibly confusing - the terminology and difference between brands and products is difficult to understand, and the online research experience is often disconnected from the in-store experience. We took the feedback to heart, designing the new site to help end the confusion and create a far more satisfying shopping experience for our consumers, while driving more convinced traffic to our retail partners."

The new sealy.com empowers consumers by allowing them to search seamlessly for mattress information in the way in which they've requested it – by brand, technology and product promotions. The site effortlessly walks consumers through the mattress buying process, breaking down industry terminology into easily understandable and clear language while helping them to learn which mattress best fits their sleep behavior and lifestyle. [Sealy.com](http://sealy.com) features easy to understand video and text-based content that explains the different brands, products, features and technologies and contains a number of digital assets that will be available to all Sealy's retail partners.

The flat user experience is unique to the category, allowing consumers to learn most of the information they need before making a single click. In addition, the site features several innovative tools to help connect the online research experience to the in-store shopping experience.

[Sealy.com](http://sealy.com) will feature the entire family of Sealy brands including Sealy Posturepedic[®], Stearns & Foster[®], Embody[®] by Sealy and Sealy brand. Once consumers identify which brand best fits their needs, they are able to access the first-of-its-kind mattress builder, where they can

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New sealy.com Launch, Add One

choose the features and technologies that meet their personal preferences. The result? Better informed, more convinced consumer traffic into retail stores, resulting in a quicker sales process and increased volume.

"In addition to conducting our own research, we looked outside of our category at leaders who have changed the online shopping experience to better meet consumer expectations and retail partner objectives," said Margo Borgione, director, global marketing for Sealy. "By listening to our consumers and retail partners and utilizing best-in-class techniques from other industries, we have created a dramatically better experience for mattress shopping online."

Sealy worked with its marketing agency Cramer-Krasselt/Chicago to build and develop the new website. As part of the site roll out, the new video assets for Sealy's brands and products will be available at no cost to all of Sealy's retail partners for use on their own sites.

The new sealy.com will be live and available to consumers April 20, 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), 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.

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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