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**SEALY'S HAD YOUR BACK FOR 60 YEARS, AMERICA!
To Celebrate Sealy Posturepedic's® Sixtieth Anniversary, Company Introduces
Commemorative Mattress; Announces Diamond Giveaways**

TRINITY, NC (May 18, 2010) – For the past 60 years, Sealy Posturepedic® has had your back, literally, by providing America with innovative mattresses that help consumers achieve the best night's sleep possible. To commemorate the brand's 60th anniversary, North America's No. 1 mattress brand is introducing a special Sealy Posturepedic mattress collection and implementing a national, diamond-themed anniversary promotion. The promotion includes diamond earring and pendant giveaways; vacations, including a week-long trip to Diamond Head, Hawaii and black diamond ski trips; as well as Diamondback bicycles and more.

"Sealy is proud of its orthopedic heritage and the Sealy Posturepedic," said Jodi Allen, Sealy chief marketing officer and senior vice president of marketing. "The 60th Anniversary is the perfect occasion to celebrate and say thank you to our customers."

Delivered via scratch-off cards, Sealy's 60th Anniversary diamond promotion runs Memorial Day through Labor Day. To be eligible and receive a scratch-off card, consumers must go into a retail store and lay down on a Sealy Posturepedic mattress. If their card is determined a winner, consumers may choose the "diamond" of their choice, which includes tiered-levels of diamond jewelry and other diamond-related items.

Sealy's 60th Anniversary Posturepedic mattress taps into the company's heritage of back support, while at the same time adding more visual appeal and comfort technology. The mattress is distinguished by attractive styling and elegant details that reflect the quality of each material, component and feature in the sleep set, such as reinforced handles and fine quilting.

The entire line also features specialty foams. The cushioning conformance of memory foam provides pressure-relieving comfort, while Sealy's proprietary Smart Latex™ adapts perfectly to the body.

Each layer of the advanced pressure relieving technology in the 60th Anniversary collection is maximized by the outstanding support and weight distribution of Sealy's sense and respond PostureTech Innerspring™.

Combined with the Pressure Relief Inlay, support is applied exactly where the body needs it, eliminating pressure points that restrict circulation to allow comfortable sleep throughout the night.

The 60th Anniversary Sealy Posturepedic innerspring mattresses are now available nationwide. The mattresses range in price from \$899 to \$1,199, retail price of a queen set.

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[®], Sealy Posturepedic[®], including SpringFree[™], PurEmbrace[™] and TrueForm[®], Stearns & Foster[®], and Bassett[®] 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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