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SEALY BRAND STRENGTHENS VALUE SEGMENT BY PROVIDING CONSUMERS WITH HIGHER QUALITY AND BETTER VALUE

Economically priced mattress offers upgraded innerspring and edge system, delivers stronger visual appeal

TRINITY, NC (February 1, 2010) – North America’s No. 1 mattress brand today announced the launch of its new Sealy line, which delivers the highest quality sleep surface at the lowest possible price. Sealy has not only made significant merchandising upgrades to help retailers, but improved every aspect of product performance including comfort, support, stability and durability.

The new Sealy line includes a new 667 PostureTech™ innerspring coil, providing best-in-class back support and the AvantEdge™ Plus full foam encasement, which increases usable sleep surface by 10 percent or more, allowing consumers to sleep at the edge of the mattress with total comfort and support.

“Over the past year, value-priced products have performed extremely well at retail,” said Larry Rogers, Sealy president and CEO. “We have focused on improving our lower-priced products to be sure that we are delivering the quality and performance our customers have come to expect from Sealy branded products. Additionally, we’ve been able to maintain retailer profitability while providing consumers a high quality mattress that incorporates more Sealy patented technology than ever.”

Sealy has improved the fit and finish of the new line through smart design and manufacturing processes, and enhanced the visual appeal, which features a clean, sharp, crisp look. Sealy also has improved its merchandising flexibility by adding additional pillow top models at lower prices to further help retailers. In addition, warranty terms have been increased to maintain consistency with the line’s improvement in quality.

“Sealy’s new line strengthens the budget segment, incorporating many features you’d typically find on a higher-priced mattress,” said Mark Delahanty, Sealy vice president of marketing. “Developed with consumer testing by an independent research organization, Sealy has incorporated real consumer feedback to create a breakthrough product, widening the gap between the Sealy line of mattresses and the competition.”

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Sealy Brand, Add One

The 667 PostureTech coil provides best-in-class back support and is twice tempered to extend the comfort life of the mattress. Sealy's AvantEdge Plus system features an exclusive foam edge fused to the mattress base, creating a more supportive mattress unit. It also offers a welded base designed to reduce bounciness, improve support and enhance stability, resulting in longer, uninterrupted sleep.

The new Sealy mattresses range from \$299 to \$699 based on queen set and will be available in select retail stores nationwide spring 2010. For more information, please visit www.sealy.com.

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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