



Tempur-Pedic Kicks Off 2009 with Exciting New Product and Consumer Program Announcements

Company continues commitment to the customer experience

LEXINGTON, Ky., Feb 09, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- A healthy night's sleep is more important than ever these days. As the leader in premium sleep, Tempur-Pedic(R), recently named the most desired sleep brand in a Summer 2008 Gallup survey, unveiled today an exciting line of new products and consumer events.

"We have found that feeling is believing with our Tempur-Pedic sleep systems," said Rick Anderson, president of Tempur-Pedic North America. "In response, we are inviting consumers to experience Tempur-Pedic's breakthrough sleep technology for themselves via a series of exciting new retail programs for consumers in 2009, beginning with our 'Experience It and Win' consumer event that launched Feb. 2."

Customer experience, satisfaction and rejuvenating sleep are the driving forces behind every Tempur-Pedic innovation. The recent success of The AdvantageBed by Tempur-Pedic(TM) was driven by its TEMPUR(R) Comfort Layer, TEMPUR(R) Support Layer and standard Airflow System that, together, provide unmatched value. The AdvantageBed by Tempur-Pedic retails for \$1,699 (Queen Flat Set).

Quality is at the core of Tempur-Pedic's exciting product line-up, with a sleep system for every consumer. Today, Tempur-Pedic is proud to announce the addition of a revamped The BellaSonna Bed by Tempur-Pedic(TM) to its current collection of luxury sleep systems. The BellaSonna Bed by Tempur-Pedic combines proprietary TEMPUR-HD(R) material with the exclusive TEMPUR-Flex(TM) Dynamic Support System to deliver a buoyant support system. Its top layer of authentic TEMPUR-HD material provides comfort, support and durability, all while gently conforming to your body, relieving pressure and absorbing motion. The BellaSonna Bed by Tempur-Pedic, which retails for \$4,499 (Queen Flat Set), will be available in spring 2009.

A perfect complement to any Tempur-Pedic Sleep System is the new Advanced Performance Platform Foundation, which combines a superior nail-free design, high quality construction, and 20-year limited warranty to deliver the utmost in performance and durability. It will be available in June 2009. Joining the popular TEMPUR(R) Advanced Ergo System(TM) adjustable base, they offer consumers unsurpassed sleep foundation options.

"Delighting customers is Tempur-Pedic's number one priority," said Anderson. "Consumer insights are at the core of our 96 percent satisfaction rate among owners."

Visit tempurpedic.com for additional product details and learn more about the Tempur-Pedic sleep experience from satisfied owners.

ABOUT TEMPUR-PEDIC

Tempur-Pedic International Inc. (NYSE: TPX) manufactures and distributes mattresses and pillows made from its proprietary TEMPUR(R) pressure-relieving material. It is the worldwide leader in premium sleep. The Company is focused on developing, manufacturing and marketing advanced sleep surfaces that help improve the quality of life for people around the world. The Company's products are currently sold in over 70 countries under the TEMPUR(R) and Tempur-Pedic(R) brand names. World headquarters for Tempur-Pedic International is in Lexington, KY. For more information, visit <http://www.tempurpedic.com> or call 800-805-3635.

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