



Tempur-Pedic Highlights Passion of Loyal Owners in Revolutionary New Marketing Campaign

Leading Mattress Manufacturer Calls on Consumers to Tell Brand Story

LEXINGTON, Ky., Oct 05, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- Tempur-Pedic International Inc., the leading manufacturer, marketer and distributor of premium mattresses and pillows worldwide, today unveiled a new marketing campaign developed to broaden the company's appeal by focusing on its greatest asset: its satisfied and passionate owners, 92 percent of whom recommend the Tempur-Pedic brand to family, friends and co-workers.*

The campaign utilizes the tagline "The most highly recommended bed in America" and encourages consumers to ask any of the four million U.S. Tempur-Pedic owners, who on average recommend their Tempur-Pedic mattress to fourteen people within the first year of ownership*, about their experience. The campaign is a reflection of the consumer satisfaction Tempur-Pedic products deliver in the areas of comfort, support, and superior quality sleep.

"Customer experience and satisfaction are the driving forces behind everything we do at Tempur-Pedic, so it is only fitting that our marketing strategy reflects the strong, positive feelings of our loyal owners," Rick Anderson, president of Tempur-Pedic North America, said. "This new campaign revolutionizes the company-consumer dialog by encouraging prospective owners to seek the opinions of current owners before they buy. We are extremely confident that our current owners will strongly endorse our products and that this contemporary approach to word-of-mouth communication will drive purchase consideration."

The campaign marks the culmination of months of exhaustive consumer and industry research, studying consumer buying and social media usage habits as well as understanding the retail buying experience. The new advertising begins airing in October. In addition to television and print, the new campaign will be reflected across all other marketing efforts, including radio, retail, direct to consumer, internet and social media.

For more information about Tempur-Pedic products and to view the new advertising, visit www.tempurpedic.com.

**2008 Tempur-Pedic Owner Study*

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 and specialty 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 80 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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