



Tempur-Pedic Fights Pancreatic Cancer With Limited Edition My Tempur-Pedic Teddy Bear (R)

Company to Donate Net Proceeds to Pancreatic Cancer Action Network

LEXINGTON, Ky., Oct 19, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- Tempur-Pedic International Inc. (NYSE: TPX), the leading manufacturer, marketer and distributor of premium mattresses and pillows worldwide, today announces the Tempur-Pedic Hugs Back campaign, featuring a limited edition version of the company's popular My Tempur-Pedic Teddy Bear (R).

Net proceeds from sales of the bear will go to the Pancreatic Cancer Action Network, the nation's leading pancreatic cancer advocacy organization, to help fund research for the deadly disease. Pancreatic cancer has the highest mortality rate of all cancers, with a five year survival rate of just 5 percent. In 2009, over 42,000 Americans will be diagnosed with the disease.

"This disease is devastating for many families and the statistics one faces when diagnosed are startling," explained Rick Anderson, president of Tempur-Pedic North America. "Pancreatic cancer is one of the most aggressive forms of cancer, yet is under-funded and lacks the same extent of public awareness that other forms of cancer have - something that we at Tempur-Pedic hope to help change with this initiative."

The disease claims the lives of over 35,000 Americans annually. Actor Patrick Swayze, political columnist William Safire and NCAA president Myles Brand are among those who recently have succumbed to pancreatic cancer.

The bear's comforting and conforming nature will be familiar to Tempur-Pedic customers since the product is filled with the same proprietary, pressure-relieving material that is featured in the Company's sleep collections. TEMPUR((R)) material senses body temperature and weight, absorbs and evenly distributes pressure and conforms to exact body dimensions - making it perfect for snuggling. The limited edition My Tempur-Pedic Teddy Bear is co-branded with the Pancreatic Cancer Action Network and comes with a cause bracelet to encourage those who purchase the bear to help create awareness about this devastating disease, and spread the word on what can be done to change the fate of those who face it.

"Tempur-Pedic is the first company to join the Pancreatic Cancer Action Network for a national cause marketing campaign, and we could not be more thrilled about their efforts - especially as we head into National Pancreatic Cancer Awareness month in November," said Brian Doremus, Pancreatic Cancer Action Network Director of Corporate Relations. "We hope consumers will shop for the cause during awareness month and through the holiday season to help make a difference in the fight against the fourth leading cause of cancer deaths in our country."

The limited edition My Tempur-Pedic Teddy Bear is available beginning Oct. 15 at participating Tempur-Pedic retailers, by calling 888-225-7560 or online for \$59 each, while supplies last. For more information or to purchase a bear, please visit www.tempurpedic.com/teddy_bear.

ABOUT THE PANCREATIC CANCER ACTION NETWORK

The Pancreatic Cancer Action Network is the only national organization creating hope in a comprehensive way through research, patient support, community outreach and advocacy for a cure. The organization raises money for direct private funding of research--and advocates for more aggressive federal research funding of medical breakthroughs in prevention, diagnosis and treatment of pancreatic cancer.

The Pancreatic Cancer Action Network fills the void of information and options by giving patients and caregivers reliable, personalized information they need to make informed decisions. We create a sense of hope and community so no one has to face pancreatic cancer alone. The organization helps support individuals and communities all across the country work together to raise awareness and funds to find a cure for pancreatic cancer.

To learn more about the Pancreatic Cancer Action Network, visit www.pancan.org.

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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