

May 19, 2015

Tempur-Pedic® Tees Off with PGA TOUR Activities Throughout the Summer

Brand to sponsor three high-profile tournaments and partner with PGA TOUR star Hunter Mahan on #BeyondVeteransDay program

LEXINGTON, Ky., May 19, 2015 /PRNewswire/ -- Tempur-Pedic North America, LLC, announced today that the Tempur-Pedic brand will build on its status as the official mattress of the PGA TOUR by sponsoring three high-profile PGA TOUR events. The brand is also working with PGA TOUR golfer Hunter Mahan to launch #BeyondVeteransDay - a movement designed to recognize and thank military veterans throughout the year, not just on Veterans Day.



As the Official Mattress of the PGA TOUR, Tempur-Pedic has signed on as a sponsor of the Crowne Plaza Invitational at Colonial, which starts this week in Fort Worth, Texas, as well as The Greenbrier Classic in July and The Deutsche Bank Championship in September. Tempur-Pedic is the official mattress of each of the three events.

At the Crowne Plaza Invitational and The Greenbrier Classic, the brand will host the "Tempur-Pedic Comfort Zone," an air conditioned space on the grounds where patrons can rest their tired feet, watch the tournament on television and try out a variety of Tempur-Pedic beds, including the newly launched TEMPUR-Flex® Collection. The beds in the Comfort Zone will also feature a selection of Tempur-Pedic adjustable bases, demonstrating the virtually unlimited ways fans can adjust their Tempur-Pedic beds to ensure the perfect relaxation and viewing experience.

Fans who visit the Comfort Zone can also enter to win a prize package that includes a new TEMPUR-Flex mattress set, a new driver from the *Golf Digest* Hot List and a club fitting experience by one of America's 100 Best Club Fitters. One prize package will be awarded at each event.

"We want to showcase the importance of a great night's sleep, especially when performance matters, but we also want to demonstrate to golf fans that Tempur-Pedic beds are perfect for more than sleeping," said Patrice Varni, Senior Vice President of brand marketing at Tempur Sealy. "Relaxing on a TEMPUR-Flex mattress on an adjustable base is a great way to enjoy reading, hanging out with the family, working on a laptop or kicking back to enjoy a PGA TOUR event on television. Through our sponsorship of these premier PGA TOUR events, we look forward to engaging with fans and bringing a little Tempur-Pedic comfort to their tournament experience."

Going #BeyondVeteransDay to Support Those Who Allow Us to Sleep Safely at Night

Military personnel and veterans deserve our thanks every day of the year, not just November 11. That's why Tempur-Pedic and PGA TOUR pro Hunter Mahan will be encouraging consumers and golf fans to share their words of support and thanks to the veterans throughout the year by using the hashtag #BeyondVeteransDay on Twitter. For every 100 #BeyondVeteransDay hashtags used from today through December 31, 2015, Tempur-Pedic will donate a mattress to a military veteran through a series of non-profit partners including [Darkhorse Benefits](#) and the [Milwaukee Homeless Veterans Initiative](#).

Mahan, a 6-time winner on the PGA TOUR and a 2014 Ryder Cup team member, is long-time supporter of initiatives for military veterans and their families. He has joined the #BeyondVeteransDay movement and will be an ambassador for the program, speaking on its behalf and tweeting about progress toward the mattress donations.

"Our military veterans have sacrificed so much for us, and have allowed us to sleep safely at night because of their service -- #BeyondVeteransDay is a great way to send our thanks and provide a great night's rest to these heroes," Mahan said. "I am proud to work with Tempur-Pedic on this movement and look forward to seeing golf fans get behind it."

Tempur-Pedic also will be adding a little red, white and blue flair to each tournament as part of the #BeyondVeteransDay program. As the presenting sponsor of the Military Home Giveaway at the Crowne Plaza Invitational during Memorial Day weekend and at The Greenbrier Classic during the week of July 4, Tempur-Pedic will outfit each new home with a Tempur-

Pedic mattress set. Through this program, mortgage-free homes are presented to veterans who have severe and/or unique circumstances due to injuries received while serving in the U.S. military.

The brand also will be the presenting sponsor of the Patriots Outpost at The Deutsche Bank Championship, helping to provide well-deserved special access and hospitality to active and retired military members who attend the tournament.

"We decided to partner with these three PGA TOUR events because they are dedicated to an outstanding fan experience and have first-class programs for veterans," said Varni. "We wanted to proudly celebrate, honor and salute veterans who, through their service, give us peace of mind that we're safe and secure. They deserve a great night's sleep and much, much more, including our thanks and sincere gratitude."

Throughout the PGA TOUR season, Tempur-Pedic will profile the courageous stories and amazing efforts of military veterans on Facebook, Twitter and Instagram. The #BeyondVeteransDay series begins this week and leading into Memorial Day with Brian Mast, a retired army veteran from Ft. Lauderdale, Fla. who lost both legs while serving in Afghanistan. Mast, who currently works with the Department of Homeland Security, credits a Tempur-Pedic mattress for being an important part of his recovery from his serious injuries.

"My journey back from injury started at Walter Reed Medical Center where I laid on a Tempur-Pedic mattress for the first time - it helped relieve pressure and made me more comfortable despite the pain," said Mast. "It might seem like a small thing, but getting better sleep every night made a huge difference. I can't thank Tempur-Pedic enough for helping to shine a light on this need, and I encourage people to use #BeyondVeteransDay so more veterans can get the sleep they need to recover."

For more information on #BeyondVeteransDay, visit www.facebook.com/TempurPedic and www.twitter.com/TempurPedic.

About Tempur Sealy International

Tempur Sealy International, Inc. (NYSE: TPX) is the world's largest bedding provider. The Company develops, manufactures and markets mattresses, foundations, pillows and other products. The Company's brand portfolio includes many of the most highly recognized brands in the industry, including Tempur®, Tempur-Pedic®, Sealy®, Sealy Posturepedic®, Optimum™ and Stearns & Foster®. World headquarters for Tempur Sealy International is in Lexington, Ky. For more information, visit www.tempursealy.com or call 800-805-3635.



Official Mattress of the PGA TOUR



Logo - <http://photos.prnewswire.com/prnh/20150518/216863LOGO>

Logo - <http://photos.prnewswire.com/prnh/20150504/213756LOGO>

Photo - <http://photos.prnewswire.com/prnh/20150518/216861>

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/tempur-pedic-tees-off-with-pga-tour-activities-throughout-the-summer-300085152.html>

SOURCE Tempur Sealy International, Inc.

News Provided by Acquire Media