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'The ComfortPillow by Tempur-Pedic(TM)' Ready to Take Flight

LEXINGTON, Ky., Oct. 20 /PRNewswire-FirstCall/ -- Airline passengers don't have to fly first class in order to travel comfortably according to Tempur-Pedic International, Inc. who added a travel version of "The ComfortPillow by Tempur-Pedic™" to its product line this week. The new travel version of the popular "The ComfortPillow by Tempur-Pedic" is designed for airline travel and can conveniently fit into any traveler's carry-on luggage, making it the perfect way to stay comfortable while on short flights or lengthy trips around the world.

"Our travel version of 'The ComfortPillow by Tempur-Pedic' will help busy travelers to get a better rest while traveling," says Dany Sfeir, senior vice president of marketing. "Since many of the airlines have removed pillows from their daily flight amenities, we wanted to make sure that travelers can still fly comfortably no matter what airline they use. It is important to stay rested while traveling for business or pleasure and sometimes the plane is the only time to catch a quick nap."

The travel-sized pillow is an exact replica of the original standard size pillow, but measures less than half of the size. The pillow features the proprietary TEMPUR® pressure-relieving material in thousands of independently moveable "micro-cushions" filled in a specially designed cover, also made of TEMPUR material. "The ComfortPillow by Tempur-Pedic" travel size provides plush comfort and body molding support for frequent travelers.

"The ComfortPillow by Tempur-Pedic" in travel size is the second travel pillow produced by Tempur-Pedic. The Travel Swedish Neck Pillow is also available for passengers wishing to mimic the curvature shape of the Original Swedish Neck Pillow™.

The travel edition of "The ComfortPillow by Tempur-Pedic" features a removable, washable, allergen-resistant cover and comes with a 3-year limited warranty. The travel size will be available for purchase in mid-November for \$80 in all sales channels. For more information about Tempur-Pedic products visit www.tempurpedic.com or call 1-800-886-6466.

Tempur-Pedic International, Inc. (NYSE: TPX) manufactures and distributes Swedish Mattresses and Neck Pillows™ made from its proprietary TEMPUR® pressure-relieving material: a viscoelastic material that conforms to the body to provide support and help alleviate pressure points. Products are currently sold in 60 countries under the TEMPUR and Tempur-Pedic® brand names. World headquarters for Tempur-Pedic International, Inc. is in Lexington, Kentucky. For more information about the Company, visit <http://www.tempurpedic.com>.

SOURCE Tempur-Pedic International, Inc.

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