

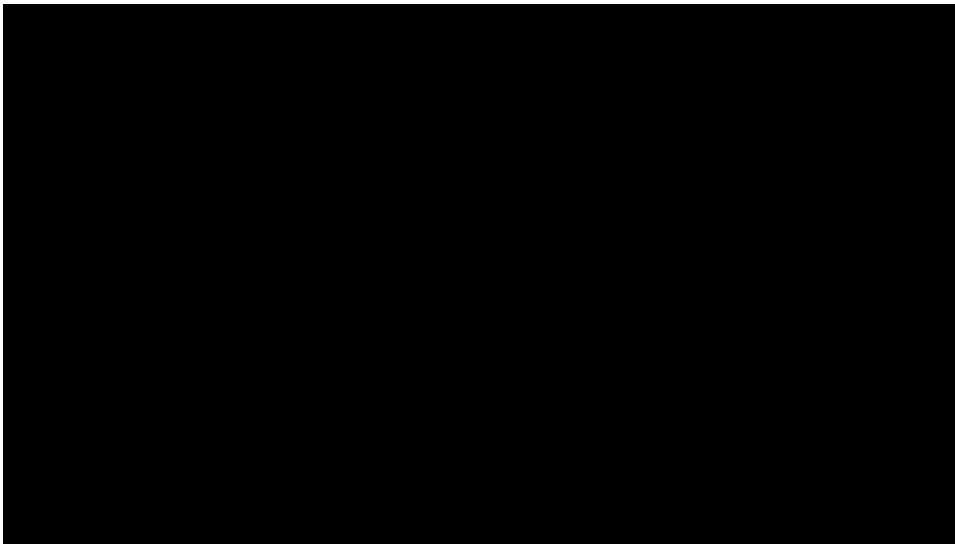
April 26, 2016

Quarterback Drew Brees 'Jumps in Bed' with Teammate Max Unger to Deliver Cooler Sleep in Tempur-Pedic's New 'Brees on Breeze' Video Series

Tempur-Pedic Teams Up with Brees to Tackle Issue of 'Sleeping Hot' with Debut of Reinvented TEMPUR-Breeze Line

CHICAGO, April 26, 2016 /PRNewswire/ -- In real life, quarterback Drew Brees does not typically sneak up on his teammates in the middle of the night as they sleep. But in a new digital video campaign from Tempur-Pedic, Brees tries to surprise one of them with a gift of life-changing sleep.

Experience the interactive Multimedia News Release here: <http://www.multivu.com/players/English/7804051-tempur-pedic-brees-on-breeze/>



To debut its reinvented TEMPUR-Breeze™ line - the only mattress offering a revolutionary integrated system of cooling technology designed to help keep the body cooler during sleep - Tempur Sealy International ("Tempur-Pedic") announced today that the company is teaming up with professional football player Drew Brees to launch its "Brees on Breeze" integrated marketing campaign, including a video series starring Brees and his "hot" teammate, pro football center Max Unger.

"As an athlete, philanthropist and sleep enthusiast, Drew Brees - who appreciates the restful benefits of cooling technology - is the ideal partner to help introduce the next-generation TEMPUR-Breeze line. Not to mention the natural tie between Brees and Breeze," said Scott Thompson, Chairman, President and Chief Executive Officer of Tempur Sealy. "We've found that 'sleeping hot' is an issue that many can relate to - including some elite athletes. This innovative system is infused with proprietary PureCool™ technology to help keep you feel cooler as you sleep."

Tempur-Pedic's collaboration with Brees comes to life in a series of humorous videos featuring the quarterback in a variety of situations including:

- | A bleary-eyed wake-up call at 3:00 a.m. to introduce Max Unger to the new TEMPUR-Breeze
- | A bedroom face-off with Brees and Unger about who is cooler
- | And a stunned reaction from Brees when he realizes the TEMPUR-Breeze is not actually named after him
- | Putting a new spin on the famous Tempur-Pedic wine glass test

"I've been a Tempur-Pedic owner for years, and appreciate the company's devotion to helping people sleep better at night," Brees said. "The new TEMPUR-Breeze bed is truly a game-changer for millions of people who say they sleep hot. With the new technology, they will feel cooler as they sleep and wake up feeling refreshed."

Consumers will have the opportunity to win the Ultimate Breeze Experience through a sweepstakes that launches in July

2016. Tempur-Pedic will reward one lucky fan with a brand new TEMPUR-Breeze bed and the trip of a lifetime to see Brees play in New Orleans this fall.

"I'm looking forward to the upcoming football season," Brees said. "We are fortunate to have such loyal fans and I can't wait to surprise one of them with a special experience, including their best night's sleep with the new TEMPUR-Breeze bed."

Sleep Cooler, Wake More Refreshed

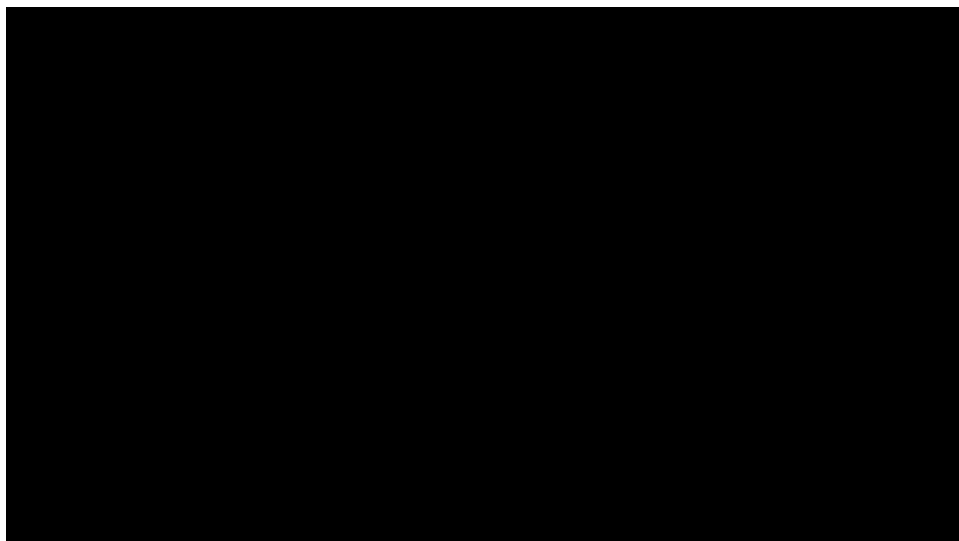
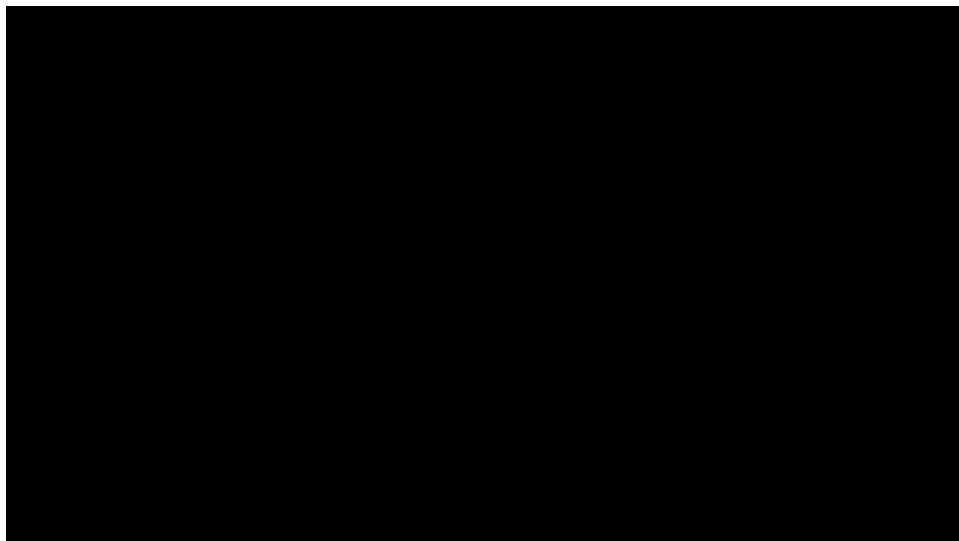
The new TEMPUR-Breeze line delivers all the famous benefits of TEMPUR® material - adaptive support, pressure relief and motion dispersal - while also leveraging proprietary technologies that are designed to help consumers sleep cooler and wake more refreshed. The TEMPUR-Breeze mattress features an integrated system of technologies that are designed to help you sleep cooler and more comfortably during the night.


"The people who struggle with hot sleeping issues aren't just looking for a solution; they're *craving* a solution, and we're thrilled to be able to offer it to them," Thompson added.


For more information about TEMPUR-Breeze and the Ultimate Breeze Experience, visit www.TempurPedic.com.


About Tempur Sealy

Tempur Sealy International, Inc. (NYSE: TPX) is the world's largest bedding provider. Tempur Sealy International develops, manufactures and markets mattresses, foundations, pillows and other products. The Company's brand portfolio includes many highly recognized brands, including Tempur®, Tempur-Pedic®, Sealy®, Sealy Posturepedic®, 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.



 The reinvented TEMPUR-Breeze is the only mattress offering a revolutionary integrated system of cooling technology designed to help keep the body cooler during sleep.

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 Brees surprises hot-sleeping teammate Max Unger in the middle of the night to introduce him to the new TEMPUR-Breeze.

To view the original version on PR Newswire, visit:<http://www.prnewswire.com/news-releases/quarterback-drew-brees-jumps-in-bed-with-teammate-max-unger-to-deliver-cooler-sleep-in-tempur-pedics-new-brees-on-breeze-video-series-300257401.html>

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