

July 14, 2016

Sealy and Sears Surprise Select Group of New Homeowners with a First Night They Will Never Forget

Sealy Celebrates Launch of Proud Supporter of You™ Advertising Campaign with 'First Night' Surprise & Delight Activities and Sponsorship of 'Sealybration' Block Party in Brand's Birthplace of Sealy, Texas

LEXINGTON, Ky., July 14, 2016 /PRNewswire/ -- The first night of any new life stage is filled with excitement, anticipation and a long list of things to do. To support a select group of new homeowners who are living their dream and gearing up for the first night in their new homes, Sealy announced today the "First Night" campaign. The program features a series of surprises including new Sealy Posturepedic® beds and other gifts for some lucky consumers as they celebrate the realization of their dream of homeownership.

Experience the interactive Multimedia News Release here: <http://www.multivu.com/players/English/7881451-sealy-sears-first-night-campaign/>

The integrated marketing campaign is brought to life through digital content that captures the astonishment and heartfelt reactions of homeowners being surprised at their new homes with Sealy Posturepedic® Hybrid mattresses and pillows for each person in the family.

"Closing on a new house and experiencing the first night at home is a special milestone in consumers' lives, but it can also be stressful," said Scott Thompson, Chairman, President and Chief Executive Officer of Tempur Sealy. "This campaign lets these lucky homeowners know that Sealy is proud to support them as they embark on such an exciting time of their lives, while also helping make their 'first night' experience easy and comfortable."

Thanks to a generous donation from Sears, each of the select homeowners also receives a welcome kit that includes "first night" essentials needed to settle into a new home - a \$500 Sears gift card, grocery and pizza gift cards, cleaning supplies, toiletries and more.

"As one of the nation's leading retailers of mattresses, Sears is proud to surprise and delight new homeowners who are celebrating their first night at home by giving them a \$500 Sears gift card for all the home essentials they need to get settled into their new place," said William Savage, SVP and President of Home, Seasonal Outdoor Living at Sears. "We spend one-third of our lives in bed, so the right mattress can make the other two-thirds that much better. Sears offers all the essentials you need for a great night's sleep - from mattresses and covers to bedding, comforters and pillows."

The first video, available on Sealy's YouTube channel <https://www.youtube.com/watch?v=MgN3k4dkoto>, documents the surprise of the Cregg family who recently relocated to Charlotte, N.C. from New Hampshire. Set up by real estate broker Judy Werder of [ROOST Real Estate™](#), the "first night" delivery was a wonderful way for the family of five to get off to a great start in their new neighborhood.

"My clients were planning to sleep on air mattresses until their movers arrived, so needless to say, they were thrilled upon realizing Sealy was giving each of them a brand new bed," said Judy Werder, Buyer Specialist, ROOST Real Estate. "The family was completely blown away by the surprise and genuinely grateful for the 'first night' items they received from Sealy and Sears."

Sealy Takes Proud Supporter of You™ Campaign to Birthplace of Sealy, Texas

To bring a little of the Proud Supporter of You™ campaign to its birthplace of Sealy, Texas, the brand went back to its roots and sponsored the Sealy Community Foundation's 2016 Sealybration Block Party, held July 8-9 in Sealy, Texas - a charming city steeped in rich history and where the brand was established in the late 1800s.

Sealy is a tight-knit city whose citizens offer exceptional support for one another through well-respected community organizations. From donations and scholarships to fundraising and community service, the Sealy Community Foundation has made a nearly \$1 million impact to the community every year since its inception in 2009, according to the Sealy Chamber of Commerce.

In honor of the town's history of community support and its legacy as the birthplace of the Sealy mattress, the brand worked with the city in naming Sealy, Texas the "Most Supportive City in America." Mayor pro tem Michael Kubricht read a proclamation at the Sealybration event, attended by more than 12,000 guests, and Sealy donated Sealy Posturepedic® beds to the Sealy Community Foundation and charities they support.

"The SEALY brand reputation is built on 130 years of experience and goodwill, and it all began in the quaint town of Sealy, Texas, when Daniel Haynes founded the mattress company," said Thompson. "We are honored to celebrate the history of this community and honor the wonderful people who live there. Our company is a proud supporter of Sealy, Texas."

To learn more about Sealy® and Sealy Posturepedic® beds, visit www.sealy.com. For more information about Sears, go to www.sears.com/sealy. For all the latest news, images and videos from Tempur Sealy, please visit news.tempursealy.com.

About Tempur Sealy International, Inc.

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.


About Sears, Roebuck and Co.

Sears, Roebuck and Co., a wholly owned subsidiary of Sears Holdings Corporation (NASDAQ: SHLD), is a leading integrated retailer providing merchandise and related services and is part of Shop Your Way, a social shopping experience where members have the ability to earn points and receive benefits across a wide variety of physical and digital formats through shopyourway.com. Sears, Roebuck offers its wide range of home merchandise, apparel and automotive products and services through Sears-branded and affiliated full-line and specialty retail stores. Sears, Roebuck also offers a variety of merchandise and services through sears.com and specialty catalogs. Sears, Roebuck offers consumers leading proprietary brands including Kenmore, Craftsman, and DieHard -- among the most trusted and preferred brands in the U.S. The company is the nation's largest provider of home services, with nearly 12 million service and installation calls made annually. For more information, visit the Sears, Roebuck website at www.sears.com or the Sears Holdings Corporation website at www.searsholdings.com.







 As part of Sealybration 2016, residents of the

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/sealy-and-sears-surprise-select-group-of-new-homeowners-with-a-first-night-they-will-never-forget-300299119.html>

SOURCE Tempur Sealy International, Inc.

News Provided by Acquire Media