

June 30, 2016

Tempur Sealy Launches 'Sleeping on the Lead' Campaign to Reward Players and Fans for Preparation and Performance on the Golf Course

Fans can enter for a chance to win a TEMPUR-Breeze bed or TEMPUR-Cloud pillows at TempurPedicGolf.com

LEXINGTON, Ky., June 30, 2016 /PRNewswire/ -- A great night's sleep is vitally important every day, but especially when preparation and performance matter. Tempur Sealy, the creator of the Tempur-Pedic® mattress, announced today the launch of the "Sleeping on the Lead" campaign, designed to reward PGA TOUR players and their fans based on the results of select PGA TOUR tournaments. Tempur-Pedic is the Official Mattress of the PGA TOUR.

Starting today in Akron and at select PGA TOUR tournaments continuing through the TOUR Championship by Coca-Cola (Sept. 25) in Atlanta, each PGA TOUR player who wins an event after having the 54-hole lead - a feat commonly called "sleeping on the lead" - will receive a new TEMPUR-Breeze® bed.

"For years, players have understood that practice, good nutrition and overall fitness can improve their game, but equally, if not more important, is getting consistently great sleep," Tempur-Pedic ambassador and PGA TOUR player Hunter Mahan said. "I'm excited to work with Tempur-Pedic again to showcase just how much sleep matters, especially when getting ready to compete."

Fans also can get in on the action by signing up for the weekly Sleeping on the Lead Sweepstakes at www.TempurPedicGolf.com. Each week, if the 54-hole leader wins the tournament, one eligible consumer whose entry was selected at random will receive a TEMPUR-Breeze® mattress and foundation. If the 54-hole leader does not win, the consumer will still receive a pair of TEMPUR-Cloud® pillows.

"PGA TOUR players know the value of great sleep before a round, but they also understand the pressure that goes along with playing in the final group on Sunday," said Scott Thompson, Chairman, President, and Chief Executive Officer of Tempur Sealy. "Better sleep can mean better performance on and off the golf course, and this campaign highlights the excitement of the TOUR schedule and the skills that TOUR players possess."

Mahan stars in digital video series featuring new TEMPUR-Breeze® bed

How far can a PGA TOUR player drive a golf ball? In a new digital video series, Hunter Mahan shows that distance might come from an unexpected place - his new TEMPUR-Breeze® bed.

In a fun :30 video called "Drive to Another State," Mahan, himself a Tempur-Pedic bed owner, wakes up refreshed and ready to hit the links, but he manages to interrupt the game of one of his golfing buddies when his drive travels a bit farther than planned.

Mahan also shows off his swing, distance and short game finesse in a series of 'trick shot' videos. In "The Softest Lie," Mahan rips a drive more than 210 yards right off the surface of the TEMPUR-Breeze bed, and in "Knees on the Breeze," his drive carries more than 200 yards. In the final "Tucking It In" video, Mahan flops a 59 degree wedge shot over the four-foot TEMPUR-Breeze bed headboard with a soft landing at the foot of the bed.

"Drive to Another State" and the trick shot series will debut throughout the summer during the Sleeping on the Lead campaign and will be featured within Tempur-Pedic's digital advertising, social media and public relations efforts. "Drive to Another State" can be viewed at <http://bit.ly/TempurPedicDrive>.

For more information about the Tempur-Pedic Sleeping on the Lead Sweepstakes, visit www.TempurPedicGolf.com. No purchase is necessary to enter the Sweepstakes. Sweepstakes is open only to legal U.S. residents, 18 years or older. Sweepstakes subject to the Official Rules available on the website.

To follow the online conversation, follow @TempurPedic and @HunterMahan on Twitter and Instagram and use #sleepingonthelead.

About Tempur Sealy International

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.



Official Mattress of the PGA TOUR

Video - <https://www.youtube.com/watch?v=SRCRtNOLXPU>

Photo - <http://photos.prnewswire.com/prnh/20160629/385086>

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