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Tempur Sealy, World's Largest Bedding Provider, Debuts New Products at Las Vegas Market

Company Introduces Sealy Posturepedic 65th Anniversary Edition Series and the New TEMPUR-Contour Collection of Pillows

LAS VEGAS, Aug. 3, 2015 /PRNewswire/ -- The world's largest bedding provider, Tempur Sealy International, Inc. (NYSE: TPX), is proud to debut products from two of the most recognized brands in the industry at the Las Vegas Market - Sealy Posturepedic and Tempur-Pedic.



Sealy Posturepedic® Series Anniversary Edition

Celebrating the milestone of one of history's most well-known mattress brands, the company is launching the Sealy Posturepedic® 65th Anniversary Edition, which includes three mattresses inspired by the brand's legacy of unsurpassed back support, engineered with the latest Posturepedic technology and aesthetics.

"The Posturepedic® Series Anniversary Edition delivers the famous all-over support and comfort of Sealy Posturepedic, in a special edition for Posturepedic's 65th Anniversary," said Dan Calderwood, Vice President of Marketing, Sealy Portfolio. "The Anniversary Posturepedic Series features a profile range of 12" to 14" and our classic open coil, offering a higher-profile mattress at an attractive price point."

Included in the Series, which will begin shipping to retail in August, are:

- A Tight Top mattress at a recommended price point of \$599
- A EuroTop mattress at a recommended price point of \$699
- A PillowTop mattress at a recommended price point of \$799

TEMPUR-Contour Pillow Collection

Building on the successful launch of the TEMPUR-Cloud pillow collection in 2014, Tempur-Pedic is debuting the TEMPUR-Contour pillow collection this summer. The three TEMPUR-Contour pillows are built for specific sleep positions and, in an industry first, feature a new Dual Feel.

"The Dual Feel feature incorporates firm TEMPUR material for neck support and soft TEMPUR material for head comfort. This is a new formulation of TEMPUR material designed specifically for pillows," said Brent Pfister, Vice President of Marketing, Tempur-Pedic Portfolio. "Whether you're a side sleeper, a back sleeper or both, there is a TEMPUR-Contour pillow designed to provide the best night's sleep for you."

The TEMPUR-Contour collection includes:

- The TEMPUR-Contour Side-to-Side (starting at \$129)
- The TEMPUR-Contour Side-to-Back (starting at \$129)
- The TEMPUR-Contour Side-to-Side Breeze (starting at \$169)

The company is also debuting the TEMPUR-Essential Support pillow, which features a new feel for back and stomach sleepers at an attractive price point: a suggested retail price of only \$79.

Real-Life Stearns & Foster Craftsmen Featured in Marketing

The stars of a series of Stearns & Foster marketing videos may be making their on-screen debuts, but they've been star mattress craftsmen for years. The company's latest marketing assets focus on not just the finest materials that produce the indulgent comfort that Stearns & Foster is known for, but also highlight the importance of the craftsmen and craftswomen who are dedicated to delivering Stearns & Foster detail and quality.

"The stars of these videos, which are being used on our social channels, in digital advertising and will be available for retailer advertising, are real-life certified Stearns & Foster craftsmen," Calderwood said. "It's nice to be able to showcase not just the product, but the people behind the product. These video stars actually work at our production facilities in Trinity, North Carolina, and Albany, New York, and they do a great job communicating the pride we take in designing and building beautiful, handcrafted beds that deliver indulgent comfort."

Calderwood added that there is a great opportunity for Stearns & Foster retailers to use such high-quality, compelling marketing assets to drive awareness and sales.

Online Newsroom for Media Debuts

The company has also launched a new online newsroom for members of the media at news.tempur-sealy.com. The newsroom will make it easier for journalists to stay up to date on company news in real time and access relevant content and multimedia assets for all the Tempur Sealy brands, including Tempur-Pedic, Sealy and Stearns & Foster.

The site provides media with a host of resources, including press releases, customized story ideas, photos, videos and media alerts. Members of the media can sign up to receive email alerts with company news and asset updates as they happen.

"Tempur Sealy corporate and brand resources are now accessible to the media around the clock, providing ease of use and quick access to relevant information," said Terry Brophrey, Vice President of Integrated Marketing at Tempur Sealy. "We encourage members of the media to register at the site in order to stay up to date on new product announcements, fresh visuals of our product lines, and story ideas for discussing the importance of sleep in the lives of consumers."

About the Company

Tempur Sealy International, Inc. (NYSE: TPX) is the world's largest bedding provider. Tempur Sealy International, Inc. 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, Inc. is in Lexington, KY. For more information, visit <http://www.tempur-sealy.com> or call 800-805-3635.

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