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## U.S. Adults Wake Up to the Power of Sleep

National Study Finds that Sleep is an Integral Part  
of Wellness Regimes for Most Adults

- Three out of four Americans say that sleep does more to refresh their bodies and minds than either exercise or eating right.
- Sleep has grown in popularity as a cure for stress.
- 78% of Americans feel that sleep is a good alternative to cosmetic surgery.

LEXINGTON, Ky., May 21 /PRNewswire-FirstCall/ -- A recent survey has found that most U.S. adults view sleep as a significant investment made in their overall health, and use their nightly slumber to relieve stress and restore balance to their lives.

The findings are part of an independently researched study for Tempur-Pedic International Inc., the leading manufacturer, marketer and distributor of premium mattresses and pillows worldwide. Tempur-Pedic's 2007 National Wellness Survey polled more than 1,500 adults across the United States to gauge their perceptions of sleep as it relates to health and overall well-being.

"There is no denying the importance of the restorative nature of sleep," said Barry Bittman, MD, neurologist, internationally recognized wellness expert and member of Tempur-Pedic's Wellness Advisory Board. "The fact that U.S. adults are saying they consider it a major stress-reducer demonstrates a widespread appreciation of the value of a good night's sleep."

Regardless of whether American adults are actually taking their own advice, they overwhelmingly understand that sleep is every bit as important to their health as proper exercise and nutrition. The survey found that American adults believe sleep (42%) more so than exercise (39%) and far more than nutrition (19%) does the most to restore their sense of well-being.

"A good night's sleep has gained its rightful place alongside proper diet and exercise as a rational means to maximize health in the minds of Americans," said Bittman. "Years ago many of these same people would not have considered sleep a valuable aspect of wellness."

The Tempur-Pedic Wellness Survey also took a historical look at stress relief and found that over the past 20 years, Americans' belief that sleep is effective at relieving stress has steadily increased from 31% twenty years ago to 44% today.

The survey was divided into three areas that focused on (1) how Americans use sleep as part of their personal wellness programs, (2) the elements for getting a good night's sleep and sleeping environments, and (3) perceptions of the effects of sleep. Some of the highlights include:

- Sleep is the first choice of Americans in their wellness regimen: one and a half times more than proper diet and two times more than exercise.
- Three out of four Americans (76%) say a good night's sleep makes them feel younger. Women are more likely to say this than are men.
- A pillow is America's favorite sleep accessory - and it is nine times more important for a good night's sleep than a sleep partner.

The study also shows that the importance placed on your mattress increases as people age. And men say they need their own mattress to fall asleep (27%) more often than women (21%).

- Nine out of ten Americans (91%) consider the investment they made in their mattress to be an investment in their well-being.
- Americans spend about as much on their mattress as they do their sofa (36%) or their television (34%). Nearly two out of ten (17%) equate their mattress spending to what they spent on their vacation.

"People are really paying attention to what they're sleeping on and they see it as a meaningful investment in their overall well-

being. Obviously that's good for Tempur-Pedic as a mattress company but it says more about us culturally, too. We realize that to live a balanced life, we can't exercise, eat right and then not sleep well," said Rick Anderson, president of Tempur-Pedic North America. "This study shows that Americans understand that sleep is an essential ingredient for health and overall well-being."

#### About the Company

Tempur-Pedic International Inc. (NYSE: TPX) manufactures and distributes premium mattresses and pillows made from its proprietary TEMPUR<sup>®</sup> pressure-relieving material. It is the worldwide leader in specialty sleep, the fastest growing segment of the estimated \$12 billion global mattress market. The Company is focused on developing, manufacturing and marketing advanced sleep surfaces that help improve the quality of life for people around the world. The Company's products are currently sold in over 70 countries under the TEMPUR<sup>®</sup> and Tempur-Pedic<sup>®</sup> brand names. World headquarters for Tempur-Pedic International is in Lexington, KY. For more information, visit <http://www.tempurpedic.com> or call 800-805-3635.

#### Additional findings from Tempur-Pedic's 2007 National Wellness Survey

##### Sleep and Wellness:

- Three out of four Americans (75%) say that sleep does more to refresh their bodies and minds than either exercise or nutrition.
- Sleep is the first choice of Americans in their wellness regimen: one and a half times more than proper diet, two times more than exercise, three times more than regular doctor visits.
- Those who sleep alone (17%) are more dependent on sleeping medication than are those with a sleep partner (11%).

##### Effects of Sleep:

- Three out of four Americans (76%) say a good night's sleep makes them feel younger.
- Nearly all Americans (97%) say they think more clearly and feel more balanced when they've had enough sleep. Women experience this slightly more than men and those who sleep with someone else experience this more than those who sleep alone.
- Nearly two-thirds of Americans (63%) say their diet is better when they've slept well. This is the case more so for women than for men.
- Nearly eight out of ten Americans (78%) feel that sleep is a good alternative to cosmetic surgery.

##### Investment in Sleep & Wellness:

- Nine out of ten Americans (91%) consider the investment they made in their mattress to be an investment in their well-being. Those with household incomes of \$100,000 or more are more likely to think of the purchase this way than are those earning less.
- Americans spend about as much on their mattress as they do their sofa (36%) or their television (34%). Nearly two out of ten (17%) equate their mattress spending to what they spent on their vacation.
- A pillow is America's favorite sleep accessory - and it is nine times more important for a good night's sleep than a sleep partner.
- Nine out of ten Americans (91%) use sleep as nighttime therapy. This is more prevalent among women (95%) than among men (87%) and among those who sleep with someone (92%) than among those who sleep alone (89%); and, among those with household incomes of \$50,000 or more than among those earning less.

SOURCE Tempur-Pedic International Inc.

CONTACT: Investors, Barry Hytinen of Tempur-Pedic International, Inc.,  
+1-800-805-3635; or  
Media, Elizabeth Moore or Taylor Lehman of Edelman,  
+1-404-262-3000