

March 19, 2003

"AN EVENING AT HOME WITH THE OSBOURNES" TO INCLUDE TEMPUR-PEDIC® PILLOWS

Lexington, Ky., March 19, 2003 - A select roster of some of America's best-known and beloved celebrities will rest their heads on Tempur-Pedic pillows following "An Evening with the Osbournes" tonight at the Osbourne family home in Beverly Hills, Calif.

Attendees at the exclusive event, a fundraiser for the Elton John AIDS Foundation and Sharon Osbourne Colon Cancer Foundation, will receive gift baskets with a selection of exclusive products, including one of Tempur-Pedic's newest and most popular pillows, "The ComfortPillow by Tempur-Pedic"™.

Celebrities expected to attend the event include familiar faces from Hollywood and the worlds of sports, music, politics, and business. They include Justin Timberlake, Tony Bennett (who will perform), Elizabeth Taylor, Julia Roberts, George Clooney, Howard Stern, Ja Rule, Ray Romano, Joe Namath, Donald Trump, (former President) Gerald Ford, and Sarah Ferguson.

Tempur-Pedic, Inc., which manufactures and sells Swedish Sleep Systems® and other comfort products, offers an extensive line of pillows in a variety of sizes. Popular choices include: the Swedish Neck Pillow™, the Millennium and Classic Pillows, "The ComfortPillow by Tempur-Pedic"™ and a variety of pillows designed to provide comfort while traveling.

With the gifts to the Osbourne fundraiser attendees, Tempur-Pedic continues to add to its appearances in the Hollywood scene. Many attendees may already own a Swedish Mattress™, which has been redeemed in the last year by gift basket recipients from the 2002 Academy Awards and 2003 American Music Awards. Country music's hottest stars will also receive Tempur-Pedic products at the May 21 Academy of Country Music Awards in Las Vegas.

"We cannot reveal the names of celebrities from these award shows who've redeemed their certificates, but the response has been fantastic," said Dany Sfeir, senior vice president of marketing and direct sales at Tempur-Pedic. "We are thrilled to offer our pillows to the stars and know that like our mattresses, they can completely change the way they sleep!"

Tempur-Pedic® manufactures and distributes Swedish Mattresses and Neck Pillows™ made from TEMPUR® pressure-relieving material, a revolutionary viscoelastic material that conforms to the body to provide support and alleviate pressure points. World headquarters for Tempur-Pedic are on Jaggie Fox Way in Lexington. For more information, visit www.tempurpedic.com or call 800-878-8889.