

March 15, 2002

Launching the Future of Sleep Technology

Tempur-Pedic, Inc. introduces another Innovative Display

March 15, 2002 (Lexington, Ky) To keep up with our fast paced lives, healthy living has become more important than ever and getting a good night's sleep has finally become more than just "desirable". Combining NASA technology with therapeutic benefits, Tempur-Pedic® has quickly earned respect in the specialty and traditional bedding markets as the first real innovation in sleep technology since the innerspring mattress was invented in 1925.

In May of 1998, Daniel Goldin, NASA Administrator for over a decade, presented Bob Trussell, Tempur-Pedic's Founder and CEO, a special plaque recognizing the firm's achievement in consumer-benefiting use of aerospace technology. In a world where "high-tech" advertising has become commonplace, Tempur-Pedic® is setting itself apart in mattress showrooms by focusing on the products unique origins.

The new Tempur-Pedic® Space Cabin™ grabs the imaginations of shoppers by launching them into an otherworldly experience of comfort and technology. A 10-minute interactive experience simulates a shuttle launch in a totally enclosed, private capsule. Showcasing the Tempur-Pedic® Adjustable Swedish Sleep System™, which moves in conjunction with the audio, the program captivates and relaxes participants while educating them on the benefits of sleeping on TEMPUR®. "A display of this type is costly," said Lee White, Vice President of Retail Sales for Tempur-Pedic®, "however, the initial response has been overwhelmingly positive. When people walk out of this display, they're literally asking us, 'how do I buy this bed?'"

Tempur-Pedic® products are sold around the world. The company's corporate offices are in Lexington, KY. To experience the TEMPUR® Space Cabin™ and The Tempur-Pedic Swedish Mattress®, please visit Tempur-Pedic® retailer near you. For more product information, or for a location to test the Tempur-Pedic® experience yourself, visit us on the web at retail.tempurpedic.com.