

May 5, 2015

Tempur-Pedic Launches 'You're Important. Sleep Like It.' Campaign to Celebrate Moms with the Gift of Sleep this Mother's Day

Multi-faceted campaign supports introduction of TEMPUR-Flex Collection

LEXINGTON, Ky., May 5, 2015 /PRNewswire/ -- Tempur-Pedic North America, LLC, part of the world's largest bedding provider, announced today an integrated marketing campaign to celebrate moms and introduce the new TEMPUR-Flex Collection to consumers seeking transformative, restful sleep.

This Mother's Day, Tempur-Pedic is launching its "You're Important. Sleep Like It." campaign that recognizes moms and encourages their loved ones to thank them for the sacrifices they have made. A powerful video that debuted this week on Tempur-Pedic's website and social network channels celebrates those moms in a surprising, but emotional way and brings the gift of great sleep to them with a new TEMPUR-Flex mattress set.

Visit www.TempurPedic.com/moms to view the video.

"Despite them having the most important job in the world, moms are not getting the quality sleep they deserve," said Patrice Varni, Senior Vice President of Brand Marketing for Tempur-Pedic. "The 'You're Important. Sleep Like It.' campaign celebrates moms while also calling attention to the importance of transformative sleep, which the TEMPUR-Flex Collection can provide. With the release of this video, we hope to inspire people across the country to thank their moms for the unconditional love and all of those sleepless nights over the years."

The video was developed and produced by Tempur-Pedic's Santa Monica-based creative agency RPA.

Survey Shows Moms Don't Get the Sleep They Need

Moms have many responsibilities, some of which keep them from getting great sleep on a regular basis. According to a survey of 1,000 mothers commissioned by Tempur-Pedic in April 2015, almost one-third of moms (31 percent) say they get inconsistent or poor sleep and a majority of moms (87 percent) revealed that many things keep them up at night, including concern for their kids and families, relationships, finances and their jobs as well as deep thoughts.

Other survey findings include:

- Almost three quarters of mothers say that concern for their families, specifically their kids' futures (37 percent) and safety/ health (37 percent), keep them up at night.
- Take note dads and kids: According to nearly 40 percent of moms surveyed, the best way to celebrate Mother's Day is to wake up from a good night's sleep on their Tempur-Pedic bed and spend the day with their families.
 - Another 30 percent would prefer to sleep late and enjoy breakfast in bed made by their significant other and children.
- The ultimate Mother's Day gift is a new bed. More than half (54 percent) of moms say that they would be willing to replace their mattress in order to get a great night's sleep.

Tempur-Pedic Partners with Olympic Champion Kerri Walsh Jennings

To help deliver the gift of better sleep to moms, Tempur-Pedic teamed up with three-time Olympic Gold Medalist Kerri Walsh Jennings. As an athlete gearing up for the 2016 Summer Olympics and full-time mom to three kids under the age of six, Walsh Jennings recognizes the importance of quality sleep and the impact it has on her performance - as a mom and a world-class athlete.

"I can relate to the busy moms out there who are exhausted at night. For me, it's crucial to get a great night's sleep in order to perform at my best, and the TEMPUR-Flex delivers that for me," said Kerri Walsh Jennings, three-time Olympic Gold Medalist and Tempur-Pedic spokesperson. "I'm proud to team up with Tempur-Pedic this Mother's Day to honor moms across the country - including my own mother - and give them the sleep they deserve."

TEMPUR-Flex Collection Moves with You

The TEMPUR-Flex Collection, which is now available at authorized Tempur-Pedic retailers nationwide, delivers all the famous benefits of TEMPUR® material - adaptive support, pressure relief and motion dispersal - in a whole new feel that research shows strongly appeals to consumers seeking better sleep, but also the familiar "slightly springy" feel they know from the beds they've always slept on.

TEMPUR-Flex combines a faster-responding version of proprietary TEMPUR material with a new Dynamic Support™ Layer, made with innovative precision coils for support that moves with you. The collection uses specifically engineered hybrid construction delivering a feel and benefits that only Tempur-Pedic can bring to the market.

For more information about Tempur-Pedic products, visit www.TempurPedic.com.

About Tempur Sealy International, Inc.

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

Research results are based on an online survey conducted on April 20 and April 21, 2015 by Market Probe International of 1,000 moms aged 18+ who have children living at home or away from home.

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