



global hospitality™

One Office Parkway at Sealy Drive
Trinity, NC 27370 USA
www.sealyhospitality.com
800.707.3259

Better sleep. Better business.™

FOR IMMEDIATE RELEASE

**Sealy Posturepedic® Convertible Collection™ Leads Industry
in Mattress “Greening” with Removable Pillowtop Design**

TRINITY, N.c., January 5, 2008 – The demand for greener living is permeating every aspect of everyday life. Hotel guests are evaluating the products and services they buy and use for green attributes at unprecedented levels. Even as individuals travel, they are reassessing how they will get there, where they will stay and what impact they will leave behind. Being socially responsible is no longer a corporate nicety, but a necessity to remain relevant and profitable. Globally, hotels and motels are exploring ways to accommodate green seekers cost-effectively without sacrificing guest comfort.



One of the companies ahead of the consumer demand curve is Sealy Global Hospitality. The world’s number-one hospitality mattress manufacturer has created a new line of Sealy Posturepedic sleep systems with convertible pillowtops, created specifically for hospitality environments looking to balance the demand from customers for greener practices without compromising cost or comfort.

While conventional pillowtops cannot be detached from mattresses, the innovative reversible pillowtop on the Sealy Posturepedic Convertible Collection mattress has been engineered to be easily removed, rotated or replaced by a single person using VELCRO® brand fasteners, which adhere the pillowtop to the mattress’ core. Rotating and inverting the pillowtop allows for four different sleep-surface configurations, extending product life and lowering the total cost of ownership. Instead of replacing the bed every five to seven years, just the pillowtop can be replaced.

Environmentally, the effect of Sealy Posturepedic Convertible Collection pillowtops is dramatic. A hotelier could cut their number of discarded mattresses in half, over a 15-year period.

In addition to appeasing customers’ appetites for all things green and providing cost savings for hospitality providers, Sealy’s Posturepedic Convertible Collection provides the opportunity to enhance customer satisfaction and increase average daily rates through a superior sleep experience.

Industry research confirms that customers will pay more for a good night’s sleep. Imagine that guests are asked about their sleep preferences when making reservations, and when they arrive, their beds are personalized with one of the firm, memory foam, plush or luxury latex pillowtop options available with the Sealy Posturepedic Convertible Collection. Consider what is possible by raising the bar from a good night’s rest to a great night’s sleep as a result of quickly and easily personalizing a bed for each individual guest. It’s a luxury perk that any property can now provide.

In light of the current global economy, increasing customer satisfaction will be critical in determining how well properties survive in the foreseeable future. The key is to look at customer satisfaction in products and services from as many angles as possible. The Sealy Posturepedic Convertible Collection addresses guests’ concerns that their visits have a low environmental impact while ensuring that they receive a great night’s sleep. Combine that with the long-term cost-savings aspects for hospitality providers and you have a perfect mattress for everyone.

For more information on the Sealy Convertible Collection go to www.sealyhospitality.com.

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For Press Interviews Contact:

Joe Miller, MHS Director
Sealy Global Hospitality Division
Cell 602-614-9182 Office 336-861-3611
joe.miller@sealy.com

For Product Information Contact:

Julie Stoklosa
Public Relations Specialist, MarketSense
Cell 708-243-0084 Office 630-230-2576
jstoklosa@market-sense.com

About Sealy Global Hospitality

Sealy is the world's leading bedding manufacturer, with the number-one brand in terms of both sales and preference for the retail and hospitality markets. Sealy Global Hospitality helps hoteliers increase guest satisfaction, loyalty and overall profitability by providing both the anticipation and the fulfillment of a great sleep experience. With the Sealy[®], Sealy Posturepedic[®] and Stearns & Foster[®] brands, Sealy Global Hospitality is able to provide a broad range of mattresses and foundations to meet any comfort level and price point. In addition, the company's global capabilities ensure a consistent guest experience for properties around the world. To learn more, contact Sealy Global Hospitality, One Office Parkway at Sealy Drive, Trinity, NC 27370-9449 USA; call 800.867.3259; or visit www.sealyhospitality.com