



COMFORPEDIC BY SIMMONS™

This exclusive ComforPedic® product is built with a new single-sided design. This bed does not have to be flipped to maintain warranty protection. Your new Better Sleep mattress will have a different type of finish on the bottom than the top.

THE FOLLOWING CARE INSTRUCTIONS CAN HELP PRESERVE WARRANTY RIGHTS:

DO:

- Use a ComforPedic® foundation or a supportive, rigid, non-yielding foundation. An old foundation unit may not provide sufficient support. It may appear that your mattress is sagging when the problem may be due to a non-supportive foundation.
- Use only frames that provide rigid center support as well as support for the head, foot, and sides for queen, split queen, king, and California king size sets (as noted above). For any queen or king frame that does not have a metal center support, you must use at least 5 hardwood (i.e., oak or ash) slats (1" x 4"). By not providing a sufficient supportive frame, damage can occur to the product and your warranty will be invalid.*
- Use only professional dry-cleaning service to clean the removable fabric cover.
- As your ComforPedic® mattress was manufactured on or after July 1, 2007, it meets the requirements of the Federal Flammability Standard, 16 CFR 1633, when your mattress is used alone or with the ComforPedic® foundation(s) as specified on the 1633 law label (see example of 1633 law label on next panel).
- If you purchased the NUVÖ™ Sleep System, use the adjustable base sold with the NUVÖ™ Sleep System.*

*For all ComforPedic® adjustable foundations, please see the owner's assembly and operating manual for required support.

DO NOT:

- Do not remove the white law label. The law label must remain attached to the product and/or retained in order to validate the warranty and identify the product.
- Do not stand or jump on product as damage can occur.
- Do not use cleaning fluids on your mattress; it may damage some of the materials.
- Do not remove or wash inner mattress cover or bottom fabric of removable outer cover.
- Do not wash the memory foam mattress core.
- Do not machine wash the removable fabric cover.
- Do not use a heating pad or electric blanket.
- Do not smoke in bed or place product near open flame.
- Do not use any type of fabric protection sprays or chemical application on this product.



HOW CAN I GET SERVICE ON MY WARRANTY?

Contact your original ComforPedic® dealer. If your original ComforPedic® dealer is no longer in business or you have moved outside the service area, please contact the Simmons Consumer Service Facility. Copy of original bill of sale is needed to determine original date of purchase. Model name label and law label must be attached to identify the bedding and validate this warranty.

WHAT IS COVERED?

If you purchased a ComforPedic® mattress and/or foundation, this warranty covers manufacturing defects in your ComforPedic® mattress or foundation.* This warranty also covers faults in materials or manufacturing defects in the removable fabric cover. Replacement of one piece does not automatically result in the replacement of the other piece. This limited warranty is provided only to the original purchaser.

HOW LONG IS THE COVERAGE PERIOD?

The warranty coverage runs from the original date of purchase for the time set forth below. Replacement of the mattress or foundation does not extend its limited warranty or begin a new limited warranty period. Your warranty period is based on the code indicated on your white law label.

Your ComforPedic® product includes a 25 year limited warranty comprised of a 10 year non pro-rated period followed by a 15 year pro-rated period. Should you need to file a claim during the 15 year pro-rated period the prorated will be applicable based on the original date of purchase and the original purchase price. The pro-rate will be calculated by dividing the original purchase price by twenty five (25) and then multiplying that number by total numbers of years since the original purchase date.

Warranty Code on Law Label	Total Limited Warranty	Non pro-rated period†
L	25 Year	10 Year
G Removable Fabric Cover	2 Year	2 Year

NOTE: See the example of law label (at right) for warranty coding.
†Transportation charges are the responsibility of the consumer, except in CA.

Protected by one or more of the following U.S. Patents: 6,601,253

WHAT WILL SIMMONS DO?

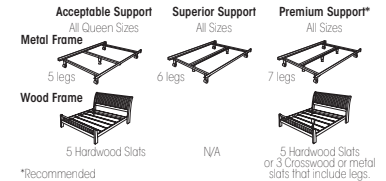
If your ComforPedic® mattress, foundation, or removable fabric cover fails due to a manufacturing defect, the exclusive remedy under this warranty will be repair or replacement of the defective product in the U.S., Puerto Rico or U.S. Virgin Islands.

Simmons reserves the right to substitute comparable materials or models and does not guarantee that the replacement will match the existing piece.

YOUR RIGHTS UNDER STATE LAW:

This warranty gives you specific rights, and you may have other rights, which vary from state to state. This warranty is extended only to the original purchaser from Simmons Bedding Company or its authorized dealers.

Examples of proper support for queen, split queen, king and California king size bedding.



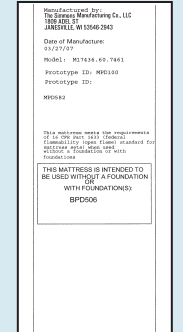
EXAMPLE LAW LABEL

If you inadvertently remove white law tag from product, please attach here to save.



NOTE: The warranty Code is located here on your Law Tag.

EXAMPLE 1633 LABEL





LIMITED WARRANTY

WHAT IS EXCLUDED UNDER THIS WARRANTY?

This warranty does not apply to:

- Firmness preference of the product.
- Normal visible indentations of 3/4" or less.
- Normal increase in softness or a decrease in recovery feature due to normal use, temperature or humidity.
- Bed height/weight.
- Burns, stains or soil.
- Mattresses not used with a proper foundation (see (i) and (ii) on following column).
- Merchandise sold "as-is", "distressed" or "floor model/sample".
- Damage due to improper cleaning of removable fabric cover (includes snags and discoloration).
- Claims made outside the 50 United States, Puerto Rico or U.S. Virgin Islands.
- Transportation, inspection, or removal costs of product.
- ComforPedic® product that is stained, soiled, or infested with vermin, even if defective. For health and safety reasons, Simmons may not be able to inspect these products to assess whether covered by the warranty, in which case, Simmons reserves the right to deny warranty coverage.

THE DURATION OF ANY APPLICABLE IMPLIED WARRANTIES, INCLUDING BUT NOT LIMITED TO THE IMPLIED WARRANTIES OF MERCHANTABILITY AND FITNESS, SHALL NOT EXCEED THE TERM OF THIS LIMITED WARRANTY." SIMMONS SHALL NOT BE LIABLE FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES THAT RESULT FROM THE USE OF YOUR COMFORPEDIC® PRODUCT." NO EXPRESSED OR IMPLIED WARRANTIES ARE EXTENDED TO PERSONS WHO PURCHASE THE PRODUCT FROM ANYONE OTHER THAN SIMMONS BEDDING COMPANY OR ITS AUTHORIZED DEALERS, AND ALL WARRANTIES TO SUCH PERSONS, INCLUDING THE IMPLIED WARRANTIES OF MERCHANTABILITY AND FITNESS, ARE HEREBY EXCLUDED.

(i) A ComforPedic® foundation or a supportive, rigid, non-yielding foundation. Queen size and above must have sufficient center support.

(ii) The appropriate ComforPedic® adjustable foundation.

**See adjustable foundation owner's manual for warranty coverage.*

***Some states do not allow limitations on how long an implied warranty lasts, so the above limitations may not apply to you.*

****Some states do not allow the exclusion or limitation of incidental or consequential damages, so the above limitations and exclusions may not apply to you.*

WIN \$5,000!



When you complete and send in our consumer questionnaire we will automatically enter you in the **"\$100,000 Give Away VII"** for a chance to win \$5,000, \$25,000, or even \$50,000!

OFFICIAL SWEEPSTAKES RULES: NO PURCHASE NECESSARY TO WIN. PURCHASES DO NOT ENHANCE CHANCES OF WINNING. Sweepstakes is sponsored by Equifax Direct Marketing Solutions LLC ("EDMS"), and will be offered in a number of different presentations. EDMS will award the following prizes: one 1st Prize of \$50,000; one 2nd Prize of \$25,000; and five 3rd Prizes of \$5,000. Sweepstakes begins March 31, 2007 at 12:00 a.m. E.S.T., and ends December 31, 2009 at 11:59 p.m. E.S.T. Enter by completing this product registration or printing a 3" x 5" card with your name, address, city, state, ZIP Code, and the words "100,000 GiveAway VII" and mailing the entry form or card to P.O. Box 17XXXX, Dept. XXX, Denver, CO 80217-XXXX. Your product registration card may also provide for a method of online entry. Entries must be received no later than December 31, 2009 at 11:59 p.m. E.S.T. and are limited to one per household. Mechanically reproduced entries not acceptable. Not responsible for late, lost or illegible entries. A random drawing will be held on or around March 31, 2010. Odds of winning depend on the total number of entries received. No transfer or substitution of prizes is allowed. Open to legal U.S. residents at least 18 years old, except EDMS employees and their immediate family (spouse, parents, or children). Winner will be notified by certified mail at the address provided on the entry form. Each winner must submit a signed and notarized affidavit of eligibility, without making any changes, within thirty days of notification of their prospective winner status, and if a satisfactory affidavit is not received within that time, an alternate winner will be selected. Alternate winners are subject to all eligibility requirements. No transfer or substitution of prizes is allowed. By submitting an entry, winners agree to the use of their name, address, and photograph for advertising/publicity purposes without compensation, except where prohibited. All entries become the property of EDMS. In case of a dispute of any online entry, the authorized account holder of the e-mail address used to enter the sweepstakes will be deemed to be the entrant. Winner may be required to show proof of being the "authorized account holder." Winner is solely responsible for all taxes. All federal, state and local laws apply. EDMS reserves the right to correct printing or clerical errors in sweepstakes materials. Offer void in Florida and where prohibited by law. For list of winners, send a self-addressed, stamped envelope to: "\$100,000 GiveAway VII", P.O. Box 173133, Denver, CO 80217-3133 offer May 15, 2010.

For warranty assistance or other product correspondence, please contact your Authorized Dealer, or:
1900 Beaver Ridge Circle, Norcross, GA 30071
toll-free (877) 399-9397 fax (770) 613-8575
www.simmons.com

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1. 1. Mr. 2. Mrs. 3. Ms. 4. Miss
First Name

Initial

Last Name

Street

City

State

ZIP Code

Apt. No.

E-mail address:

1. Please check here if you would like to receive E-mail on Simmons' product offerings and new Simmons' products

2. Your date of birth: / /
Month *Year*

3. Marital status: 1. Married 2. Single 3. Partnered

4. Serial number:

5. Date of purchase: / /
Month *Day* *Year*

6. Simmons model purchased:

- | | |
|--|---|
| 1. <input type="checkbox"/> BackCare® | 6. <input type="checkbox"/> DeepSleep® |
| 2. <input type="checkbox"/> Beautyrest® | 7. <input type="checkbox"/> Natural Care™ |
| 3. <input type="checkbox"/> Beautyrest Beginnings™ | 8. <input type="checkbox"/> SlumberTime® |
| 4. <input type="checkbox"/> Beautyrest Black™ | 9. <input type="checkbox"/> Other |
| 5. <input type="checkbox"/> ComfortPedic® | |

7. Size: 1. Child 2. Children's 3. Twin 4. Full 5. Queen 6. King 7. California King 8. Other

8. Price paid: \$.**00**

9. Type of store where purchased:

- | | | |
|--|---|--|
| 1. <input type="checkbox"/> Mattress Store | 4. <input type="checkbox"/> Warehouse Club | 7. <input type="checkbox"/> Other Retail |
| 2. <input type="checkbox"/> Furniture Store | 5. <input type="checkbox"/> Discount Store | 8. <input type="checkbox"/> Internet |
| 3. <input type="checkbox"/> Department Store | 6. <input type="checkbox"/> Specialty Store | 9. <input type="checkbox"/> Phone |

10. Name of store:

11. In what room will you use your new mattress?

- | | | |
|---|---|-----------------------------------|
| 1. <input type="checkbox"/> Master bedroom | 3. <input type="checkbox"/> Child's bedroom | 3. <input type="checkbox"/> Other |
| 2. <input type="checkbox"/> Other adult bedroom | 4. <input type="checkbox"/> Guest bedroom | |

12. What other mattress brand/models did you consider purchasing?

- | | | |
|--|---|--------------------------------------|
| 1. <input type="checkbox"/> Sealy | 4. <input type="checkbox"/> Spring Air | 8. <input type="checkbox"/> Simmons® |
| 2. <input type="checkbox"/> Serta | 5. <input type="checkbox"/> Tempur-Pedic | 9. <input type="checkbox"/> Other |
| 3. <input type="checkbox"/> Select Comfort/ | 6. <input type="checkbox"/> Simmons® Beautyrest® | 10. <input type="checkbox"/> None |
| Sleep Number | 7. <input type="checkbox"/> ComfortPedic by Simmons™ | |
| 13. Check the top 3 reasons influencing your brand/model choice: | | |
| 01. <input type="checkbox"/> Reputation of the brand | 08. <input type="checkbox"/> Sale/Promotion | |
| 02. <input type="checkbox"/> Product quality | 09. <input type="checkbox"/> Value for price | |
| 03. <input type="checkbox"/> Style/Appearance | 10. <input type="checkbox"/> Product component/construction | |
| 04. <input type="checkbox"/> Comfort | 11. <input type="checkbox"/> Wot on separation | |
| 05. <input type="checkbox"/> Friend or family member | 12. <input type="checkbox"/> Warrantly | |
| 06. <input type="checkbox"/> Salesperson | 13. <input type="checkbox"/> In-stock/Immediate delivery | |
| 07. <input type="checkbox"/> Slept on bed at hotel | 14. <input type="checkbox"/> Payment options | |

14. What type of mattress advertising do you recall seeing or hearing?

- | | | |
|--|--|--|
| 1. <input type="checkbox"/> Billboards/Sings | 4. <input type="checkbox"/> Magazine | 7. <input type="checkbox"/> Television |
| 2. <input type="checkbox"/> Direct Mail | 5. <input type="checkbox"/> Newspapers | 8. <input type="checkbox"/> Other |
| 3. <input type="checkbox"/> Internet | 6. <input type="checkbox"/> Radio | |

15. Not including yourself, what is the GENDER and AGE (in years)

- | | |
|--|--|
| 1. <input type="checkbox"/> No one else in household | 2. <input type="checkbox"/> Child under 1 Year |
| Male Female | Male Female |
| Age | Age |
| <input type="checkbox"/> 1. <input type="checkbox"/> 2. <input type="checkbox"/> | <input type="checkbox"/> 1. <input type="checkbox"/> 2. <input type="checkbox"/> |
| yrs. | yrs. |
| <input type="checkbox"/> 1. <input type="checkbox"/> 2. <input type="checkbox"/> | <input type="checkbox"/> 1. <input type="checkbox"/> 2. <input type="checkbox"/> |
| yrs. | yrs. |

16. Occupation/Employment Status: You Spouse

(check all that apply)

- Professional/Technical
- Upper Management/Executive
- Middle Management
- Sales/Marketing
- Clerical/Service Worker
- Treasurer/Machine Operator/Laborer
- Teacher/Educator
- Healthcare - Physician/Nurse/Other
- Homemaker
- Military
- Retired
- Self Employed/Business Owner
- Work from Home Office

01.

02.

03.

04.

06.

07.

08.

09.

10.

11.

12.

13.

Please read limited warranty for applicable terms and requirements.

TO FILL OUT SWEEPSTAKES ENTRY:

SI HABLA ESPAÑOL, COMPLETA EL CUESTIONARIO EN INTERNET:

www.simmons.com

17. Which group describes your annual family income?

- | | |
|--|--|
| 01. <input type="checkbox"/> Under \$15,000 | 08. <input type="checkbox"/> \$75,000-\$99,999 |
| 02. <input type="checkbox"/> \$15,000-\$19,999 | 09. <input type="checkbox"/> \$100,000-\$124,999 |
| 03. <input type="checkbox"/> \$20,000-\$29,999 | 10. <input type="checkbox"/> \$125,000-\$149,999 |
| 04. <input type="checkbox"/> \$30,000-\$39,999 | 11. <input type="checkbox"/> \$150,000-\$174,999 |
| 05. <input type="checkbox"/> \$40,000-\$49,999 | 12. <input type="checkbox"/> \$175,000-\$199,999 |
| 06. <input type="checkbox"/> \$50,000-\$59,999 | 13. <input type="checkbox"/> \$200,000-\$249,999 |
| 07. <input type="checkbox"/> \$60,000-\$74,999 | 14. <input type="checkbox"/> \$250,000 & over |

18. Level of education: (check highest level completed)

- | |
|---|
| 1. <input type="checkbox"/> Completed High School |
| 2. <input type="checkbox"/> Completed College |
| 3. <input type="checkbox"/> Completed Graduate School |

19. For your primary residence, do you:

- | | |
|---|---------------------------------------|
| 1. <input type="checkbox"/> Own? | 2. <input type="checkbox"/> Rent? |
| 3. <input type="checkbox"/> None | 4. <input type="checkbox"/> DSL |
| 5. <input type="checkbox"/> Dial up | 6. <input type="checkbox"/> Satellite |
| 7. <input type="checkbox"/> Broadband Cable | |

20. What type of internet access do you use at home?

- | | |
|---|---------------------------------------|
| 1. <input type="checkbox"/> None | 4. <input type="checkbox"/> DSL |
| 2. <input type="checkbox"/> Dial up | 5. <input type="checkbox"/> Satellite |
| 3. <input type="checkbox"/> Broadband Cable | |

21. When new products that have the latest technology appear on the market, do you or someone in your household:

- | |
|--|
| 1. <input type="checkbox"/> Tend to buy such items as soon as they are available? |
| 2. <input type="checkbox"/> Tend to wait until the item has been around for a while before buying? |

22. To help us understand our customers' lifestyles, please indicate the interests and activities in which you or your spouse enjoy on a regular basis.

- | | | | | | |
|--|---|---|--|--|---|
| Home Life
01. <input type="checkbox"/> Grand children
02. <input type="checkbox"/> Home improvement/ Do-it-Yourself
03. <input type="checkbox"/> Gardening
04. <input type="checkbox"/> Own a Dog
05. <input type="checkbox"/> Own a Cat | Leisure
06. <input type="checkbox"/> Cultural/Art Events
07. <input type="checkbox"/> Avid Book Reading
08. <input type="checkbox"/> Bible/Devotional Reading
09. <input type="checkbox"/> Gourmet Cooking/Fine Foods
10. <input type="checkbox"/> Wines
11. <input type="checkbox"/> Art/Antique Collecting
12. <input type="checkbox"/> Stamp/Coin Collecting
13. <input type="checkbox"/> Crafts
14. <input type="checkbox"/> Sewing/Needlework/Knitting | Travel
15. <input type="checkbox"/> Airline Club/Frequent Flyer
16. <input type="checkbox"/> Travel in USA
17. <input type="checkbox"/> Foreign Travel
18. <input type="checkbox"/> Cruise Ship Vacations
19. <input type="checkbox"/> RV Vacations
20. <input type="checkbox"/> Casino Gambling | Investing and Money
21. <input type="checkbox"/> Shopping by Catalog/Mail Order
22. <input type="checkbox"/> Shopping by Internet
23. <input type="checkbox"/> Use Credit Cards Regularly
24. <input type="checkbox"/> Donate to Charitable Causes
25. <input type="checkbox"/> Investments/Money Making Opportunities | Great Outdoors
26. <input type="checkbox"/> Contests/Sweepstakes
27. <input type="checkbox"/> Hunting/Shooting
28. <input type="checkbox"/> Fishing
29. <input type="checkbox"/> Camping/Hiking
30. <input type="checkbox"/> Wildlife/Environmental Issues
31. <input type="checkbox"/> Boating/Sailing | Sports, Fitness & Health
32. <input type="checkbox"/> Physical Fitness/Exercise
33. <input type="checkbox"/> Walking for Health
34. <input type="checkbox"/> Health/Natural Foods
35. <input type="checkbox"/> Dieting/Weight Control
36. <input type="checkbox"/> Self-Improvement
37. <input type="checkbox"/> Golf
38. <input type="checkbox"/> Biking
39. <input type="checkbox"/> Snowboarding/Snow skiing
40. <input type="checkbox"/> NASCAR |
|--|---|---|--|--|---|

Thanks for taking the time to fill out this questionnaire. Your answers will be used for market research studies and reports. They will also allow you to receive important mailings and special offers from a number of fine companies whose products and services relate directly to the specific interests, hobbies, and other information indicated above. Through this selective program, you will be able to obtain more information about activities in which you are involved and less about those in which you are not. Please check here if, for some reason, you would prefer not to participate in this opportunity.

Failure to return this card will not diminish your warranty rights.

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Please seal with tape. Do not staple.