

FOR IMMEDIATE RELEASE
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**SIMMON'S EITEL JOINS ISPA BOARD
Receives Chair's Appointment to Executive Committee**

(Alexandria, VA) The International Sleep Products Association Board of Trustees elected Chairman and Chief Executive Officer **Charles R. Eitel** of the Simmons Company to the ISPA Board September 9. He was elected under the Association's bylaws to fill a vacant seat and was then appointed to its Executive Committee by ISPA Chair **David Orders** of Park Place Corporation.

"We are fortunate to have an individual of Charlie's caliber join our leadership team at ISPA," said Orders. "His guidance will be invaluable as we look to the future in mattress manufacturing and define how to help our members remain competitive and successful."

As head of Simmons Company, the second largest branded bedding company in the world, Eitel brings substantial industry expertise and talent to the association. Under his leadership, Simmons was recognized by Fortune magazine as one of the "100 Best Companies to Work For" two years in a row, in 2003 and 2004. The Atlanta-based company, which has been an ISPA member since it helped to found the association in 1915, employs more than 3,300 associates and operates 17 plants throughout the United States and Puerto Rico.

Eitel's career includes a variety of top positions in the floor coverings industry prior to joining Simmons in 2000. He was president and chief operating officer of Interface, Inc., a leading

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global manufacturer of floor-coverings and interior fabrics. He also served as president and chief executive officer of Collins & Aikman Floorcoverings and began his career in 1971 as sales trainee for Coronet Carpets, where he was named president in 1980.

“We truly appreciate Simmons’ continuing commitment to ISPA,” said ISPA President and CEO **Dick Doyle**. “Charlie Eitel certainly personifies the tremendous support and leadership Simmons has shown us over the years, and we look forward to his insights as we work to advance the interests of the mattress industry.”

Eitel will be formally welcomed to the Board at ISPA’s 2005 Industry Conference in Las Vegas next week.

Established in 1915, the International Sleep Products Association, www.sleepproducts.org, is the trade organization for mattress manufacturers and their component suppliers around the world. ISPA hosts the biennial ISPA EXPO trade show, ISPA’s annual Industry Conference, and publishes Bed Times and Sleep Savvy magazines.