



PRESS RELEASE

Contact: Jennifer Sylvain
TEMPUR Canada
1807 Wonderland Rd. N
London, Ontario N6G 5C2
Tel: (519) 660-4154
Fax: (519) 679-4793
www.tempurpedic.ca

FOR IMMEDIATE RELEASE

TEMPUR Canada awards \$25,000 in prizes with their “Rejuvenate in 2008” contest!

London, ON - February 20, 2008 – TEMPUR Canada, the Canadian distributor of Tempur-Pedic® Swedish Mattresses and Pillows™ is excited to announce Diana Pincombe of London, Ontario as the Grand Prize winner of four mattresses and a \$10,000 travel gift certificate in the recently completed *Rejuvenate in 2008* consumer contest. The *Rejuvenate in 2008* contest took place from November 12, 2007 through January 6, 2008 at over 300 retailers nationally and drew nearly 2,500 ballot entries.

On Wednesday, February 20th at 1:00 pm, representatives from TEMPUR Canada presented Diane with her grand prize at Shoppers Home Health Care in London, Ontario, the location where she picked up the ballot.

The Rejuvenate in 2008 contest was supported by a national flyer program distributed to over 3 million Canadians. As well, consumers received a Teddy Bear and Protex-It™ Mattress Protector FREE with every mattress purchase during this period.

“TEMPUR Canada is pleased to kick off 2008 with the very successful Rejuvenate in 2008 contest! It is with these types of promotions we are able to continue to promote and educate Canadians in a fun, positive manner which will only continue to heighten TEMPUR Canada’s brand awareness. Watch for other exciting promotions throughout the year”.

~ Rose-Ann Nathan – Vice President – TEMPUR Canada ~

About Tempur-Pedic®

Initially developed at NASA’s Ames Research Center in the early 1970’s, the original material was designed to relieve the pressure experienced by astronauts during lift-off. The TEMPUR® formula was then utilized to produce a hospital mattress to aid in the prevention and healing of pressure sores. The dramatic improvement in pressure relief, comfort and sleep quality experienced by individuals in hospitals and patient homes lead to the distribution of Tempur-Pedic products into the retail market. Today, TEMPUR is found in millions of bedrooms and hospital rooms worldwide.

The Tempur-Pedic product line is the fastest growing specialty bedding line in the world and is distributed in over 70 countries. TEMPUR Canada began marketing the product line in September 1996, and is ranked by Tempur-Pedic International Inc. as one of the top distributors worldwide. In December 2003, Tempur-Pedic International Inc. was listed on the New York Stock Exchange.

For more information about Tempur-Pedic visit www.tempurpedic.ca or call 1-800-887-4321. For more information about Tempur-Pedic Medical products visit www.tempurpedicmedical.ca or call 1-800-887-4321.