



PRESS RELEASE

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FOR IMMEDIATE RELEASE

Tempur-Pedic Swedish Mattresses™ recognized with the Arthritis Friendly Commendation

London, ON- August 20, 2007 – The Arthritis Society has awarded five Tempur-Pedic Swedish Mattresses with The Arthritis Friendly commendation. Tempur-Pedic® is the first sleep system to be recognized by The Arthritis Society in Canada.

“It is an honour to know that Tempur-Pedic could improve the quality of life for nearly 4.5 million Canadians suffering from pain and mobility related issues of arthritis.”

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

“Every new option that helps Canadians live with the pain and disability of arthritis is good news. We’re delighted to have Tempur-Pedic join that select group of products that have been carefully tested, and earned the “Arthritis Friendly” commendation.”

~John Fleming – President/CEO – The Arthritis Society~

The Arthritis Friendly program recognizes products that are easy to use for people living with arthritis. Each product must pass a series of evaluations completed by a group of people with arthritis. Participants in the Tempur-Pedic evaluations had symptoms ranging from mild to severe osteoarthritis or degenerative arthritis.

The Arthritis Friendly logo will appear on various advertisements for “The OriginalBed by Tempur-Pedic™”, “The ClassicBed by Tempur-Pedic™”, “The DeluxeBed by Tempur-Pedic™”, “The EuroBed by Tempur-Pedic™” and “The CelebrityBed by Tempur-Pedic™”.

About The Arthritis Society

The Arthritis Society is Canada’s principal not-for-profit organization dedicated to providing and promoting arthritis education, community support and research-based solutions, to the nearly 4.5 million Canadians living with arthritis. Since its inception in 1948, The Society has contributed more than \$150 million towards arthritis research to develop better treatments and ultimately, to find a cure for this debilitating disease.

For more information about The Arthritis Society visit www.arthritis.ca or call 416-979-7228

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 institutions, lead to the distribution of Tempur-Pedic® products into the retail market. Today, TEMPUR is found in millions of bedrooms worldwide.

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