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## **Independent New Study Confirms: Documentably Restful Sleep Best Enabled by Tempur-Pedic® Mattresses**

LEXINGTON, KY (June 2, 2004) - Results released from a recently completed sleep study indicate that participants expressed a significant preference for sleeping on Tempur-Pedic mattresses as compared to three other alternate popular mattress choices. The study, conducted by the Sleep Wellness Center at St. Joseph Healthcare (Lexington), monitored men and women, ages 18-65, each in stable health, and each of whom was self-described as routinely experiencing short, fragmented or otherwise generally poor quality of sleep.

Researchers developed the study in an effort to determine whether mattress composition affects the quality of restful sleep for adults, and if so- to what extent? Each participant's sleep was monitored on four different mattress surfaces: the Tempur-Pedic Swedish Mattress™ (viscoelastic), an air mattress and a pillow top spring mattress. A traditional innerspring mattress was used as the control in the test. Participants' sleep was monitored for such indices as total sleep time (time asleep versus time in bed), number of total awakenings during the sleep period, and number of arousals during the night (intermittent fragmentation of sleep without full awakening).

In the study, the Tempur-Pedic mattress consistently and decisively outperformed the standard innerspring mattress. Results point out that study participants preferred the Tempur-Pedic Swedish Mattress to the innerspring mattress by a margin of nearly 4-to-1.

The study's findings also indicate that the sleep surface manufactured by Tempur-Pedic demonstrated the most significant correlation of satisfaction and positive results in many of the indicators. Of particular note is the fact that 42 percent of the participants in the study acknowledged preference for the Tempur-Pedic sleep surface, when questioned after the completion of their experience in the Sleep Center. The air mattress (27.3 percent), pillow top spring mattress (18.2 percent) and standard innerspring (12.1 percent) were preferred in descending order of satisfaction.

"When developing this study, we hoped to identify a sleep surface that consistently produced positive results for individuals and their sleep experience. We found that sleep surface in the Tempur-Pedic mattress," said Kathryn Hansen, Director of Diagnostic Services and the Sleep Wellness Center. "The Tempur-Pedic mattress consistently showed positive results for study participants, and those individuals consistently expressed a preference for the Tempur-Pedic product over the others utilized in the test. In fact, a number of individuals who participated in the study have since purchased the Tempur-Pedic product for their own homes."

Data generated through the study shows that participants achieved more total sleep time while on the Tempur-Pedic mattress than on any other sleep surface (375.75 minutes as compared to 330.13 minutes on the innerspring mattress); that participants awakened fewer times when sleeping on the Tempur-Pedic (18.96 awakenings on Tempur-Pedic versus 24.78 on the innerspring mattress); and they had the fewest number of arousals from sleep during the night with the Tempur-Pedic mattress (113.3 compared to 144.66 on the innerspring).

The sleep surface distributed by Tempur-Pedic was preferred by the majority of the participants in the study reporting a preference for their respective sleep surface. Total number of awakenings was reduced with the Tempur-Pedic surface when compared to other sleep surfaces, and total sleep time was highest for the Tempur-Pedic sleep surface, with the pillow top spring mattress and the air mattress ranked in descending order.

Dany Sfeir, Senior Vice President for Marketing and Direct Sales for Tempur-Pedic International Inc., noted that his company is extremely pleased with the outcome of this independently done, medically-supervised research.

"We have consistently positioned our mattresses as being the best available for those who desire truly restful sleep. To have the scientific data to support that positioning is quite gratifying to us," said Sfeir. "Our company's mission is to change the way the world sleeps, and this data can help make that goal even more obtainable."

As part of the sleep study, participants were given instruction on improving their sleep habits before the test began.

"I think that there's a misconception in the marketplace that our mattresses are significantly more expensive and that consumers don't always understand the added benefits the Tempur-Pedic Swedish Mattress offers," noted Sfeir. "However, our products are priced in-line with other premium mattresses in the market, but we also offer a 20-year limited warranty and, more importantly, based on the results of this study and others we've conducted, we provide our customers a better night's sleep."

