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PRESS RELEASE

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TEMPUR PRODUCTION ANNOUNCES \$3.5 MILLION EXPANSION IN DUFFIELD

DUFFIELD, Va.—(August 29, 2006)—Tempur Production USA, Inc. today announced that it will expand its manufacturing facility in the Duffield Regional Industrial Park.

The increase of \$3.5 million capital investment is expected to create 20 new research and development jobs at Tempur's Duffield facility, and will expand the existing facility, making it one of the largest manufacturing operations in the region. Tempur currently employs approximately 300 and produces premium mattresses and pillows at its Duffield plant.

"The expansion of our R&D and process development capabilities in Duffield demonstrates Tempur-Pedic's commitment to continued leadership in product innovation in the bedding industry. I would like to thank our employees, the State of Virginia and Scott County for helping us make this expansion possible," said Matt Clift, Executive Vice President of Global Operations of Tempur-Pedic International Inc.

"We have used a small portion of the Tobacco Commission's funds to acknowledge and reward our private sector employers for bringing new wealth and disposable income to the tobacco regions of Virginia," said Delegate Terry Kilgore, Vice Chairman of the Virginia Tobacco Commission. "Tempur is one of the more outstanding examples, having now brought \$60 million in private capital investment and over 300 jobs to southwest Virginia."

"On behalf of the Virginia Tobacco Commission, we are just delighted with the strong performance and contributions of Tempur, which has become one of the flagship private sector firms in our region," said Senator William Wampler. "As a legislator, it's exciting to see such quality jobs created for our people."

"Tempur Production continues to be a great corporate citizen with its significant contributions to our workforce and the local economy," stated Dr. David Redwine, Chairman of the Scott County Board of Supervisors. "The high-level research and development jobs that Tempur is adding are fantastic news for the people of Scott County and the region."

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The Virginia Tobacco Indemnification and Community Revitalization Commission assisted Tempur with a \$50,000 grant. Others who provided assistance and input in the expansion include LENOWISCO Planning District Commission, Scott County Economic Development Authority, Duffield Development Authority, Virginia Coalfield Economic Development Authority, and the Tennessee Valley Authority.

Tempur Production USA, Inc. is a subsidiary of Tempur-Pedic International Inc.

Tempur-Pedic International Inc. (NYSE: TPX) manufactures and distributes Swedish Mattresses and Neck Pillows(TM) made from its TEMPUR(R) pressure-relieving material: a proprietary material that conforms to the body to provide support and help alleviate pressure points. Products are currently sold in over 70 countries under the TEMPUR(R) and Tempur-Pedic(R) brand names. World headquarters for Tempur-Pedic International is in Lexington, KY.

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