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Leggett & Platt To Market Serta-Branded Sleep Comfort Systems Products

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Sleep Comfort Systems, part of L&P's Urethane Division, has announced an agreement with Serta International to introduce a Serta-branded line of foam sleep pillows, toppers and other specialty sleep products. The partnership will be unveiled at L&P New York showroom at Spring Market, April 10 – 15, and at the High Point Showroom April 14 – 20. "We are extremely pleased to partner with such a well-recognized consumer

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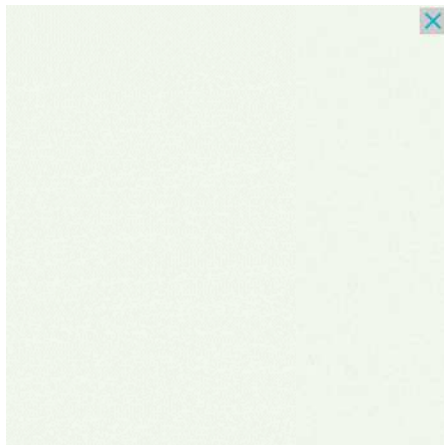
toppers will be tied to Serta's Perfect Sleeper, Perfect Night and

Masterpiece bedding brands initially. Bob Sherman, Serta President and CEO, explains " Leggett's strength is in product development, quality of product, and in a well-connected distribution network that will keep product in store and readily available. We're really looking forward to building on our already strong brand to offer consumers an even greater comfort experience with Serta." The newly Serta-branded products from Sleep Comfort Systems by Leggett & Platt, a recognized world leader in the sleep industry, can be viewed at the L&P New York showroom, 295 5th Avenue, space #508, during Spring market, or in High Point, NC, during the Spring market at the IHFC building, space 700. In addition, Sleep Comfort Systems, part of Leggett & Platt Urethane Division, will introduce the patent pending new Pillow-N-Pillow product during the New York Spring market. Pillow-N-Pillow will be highlighted in the company's New York showroom with new packaging and specially designed cutaways that showcase the pillows' unique construction. There are three designs, all to be marketed under the Leggett & Platt Sleep Comfort Systems Serta brand. "Each special shape is a treasure within the pillow, giving the consumer individualized support and comfort. It has taken creative engineering and ergonomics to realize this new product concept- in fact, we have patents pending on the designs," explains Joe Blazar, Marketing Director for the group. "Each of the three designs will support and comfort from the shoulders up – we've done our homework and are sure there's a pillow here that will satisfy everyone's comfort level." The construction material of Pillow-N-Pillow is also unique to L&P – a Kool Comfort memory foam core, with a KoolComfort outer layer. KoolComfort memory foam was introduced last Fall by L&P as KoolRest, and in a re-engineering upgrade was renamed KoolComfort. The memory foam is unlike others in that it features a softer initial feel, and is extra sensitive to body temperature so conforms to shoulder, neck and head contours more quickly. The open cell structure of KoolComfort allows air to flow more freely through the foam, and pulls moisture away from the skin – both features that will keep sleepers more comfortable. KoolComfort™ is treated with Ultra-Fresh™, an anti-microbial additive, to inhibit the growth of microorganisms such as mold, mildew, and bacteria that can cause odors – a major concern for consumers considering a new pillow purchase. Due to KoolComfort's odor control technology and

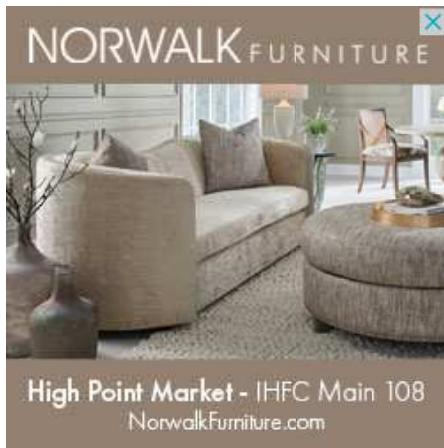
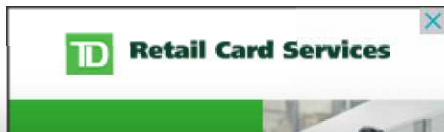


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the Spring market at the IHFC building, space 700.



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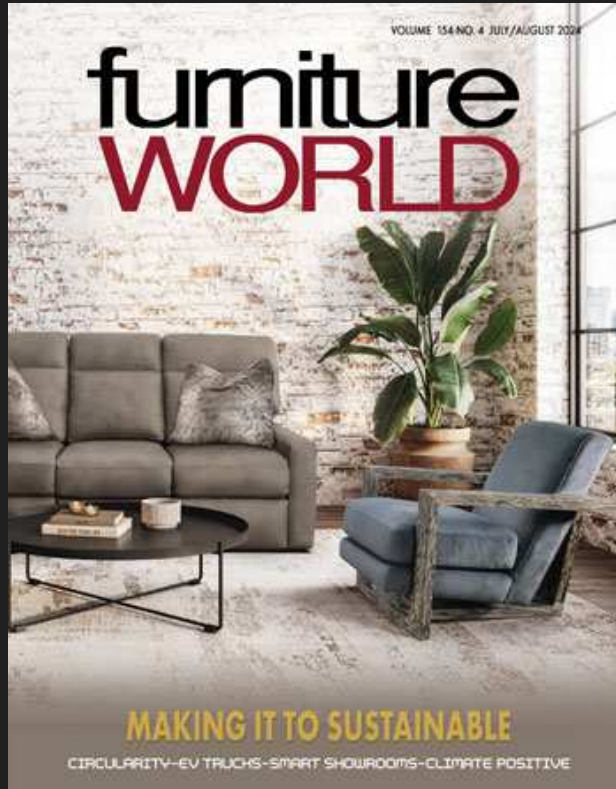
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