

**For Immediate Release**

Contacts: Elizabeth Musmanno
212.575.6400 x. 4813
Vera Wang
SVP of Communications

Kally Reynolds
847.747.0429
Serta International
Director of Public Relations

**Vera Wang Launches Mattress Collection with Serta
Spring 2006**

HOFFMAN ESTATES, ILLINOIS (January 17, 2006): Serta Mattress Company announces an exclusive mattress licensing agreement with world renowned fashion designer Vera Wang to design, manufacture and market a new collection of mattress sets.

The Vera Wang Collection by Serta is inspired by the designer's unique and highly intimate relationship with brides. Vera Wang's understanding of the bride goes far beyond the wedding dress. Over the past 16 years, Vera Wang has gained tremendous insight into the considerations a bride and a groom make in creating their new home together. It is with this unique perspective that Vera Wang is designing her first mattress collection for Serta.

The new collection combines luxurious fabrics and new technology featuring Vera Wang's signature designs. Vera Wang brings a new perspective to mattresses that is both modern and whimsical. The collection includes an opening price point mattress set featuring Vera Wang's triple heart motif, a limited edition designer mattress set for Serta's 2006 "Counting Sheep for the Cure" campaign with the Susan G. Komen Breast Cancer Foundation, and a signature bridal bed inspired by one of Vera Wang's best-selling bridal designs.

Serta will unveil the new Vera Wang Collection by Serta at the Las Vegas World Market (space 710) as the kick-off for the company's year-long 75th anniversary celebration. A Vera Wang Luxe Collection by Serta is planned for July 2006.

"Vera Wang and Serta are a perfect match of comfort and style," says Serta President Bob Sherman. "Together we are ushering in a whole new era of mattress elegance and comfort for American women – one that is uniquely Vera Wang."

"We are thrilled to be partnering with Serta," says Laura Lee Miller, President of Licensing and Marketing at Vera Wang. "This partnership fits perfectly into our portfolio strategy and provides an avenue for Vera Wang's strong brand equity and authority as a designer to transition to the home."

About Serta:

Serta is a bedding brand leader and the manufacturer of the best-selling premium mattress in America, the Serta Perfect Sleeper®, the upscale Perfect Day® Collection, the exclusive Vera Wang line and the popular International Touch™ Memory Foam line. Serta also is the nation's number one mattress supplier to hotels and motels, including Hilton Hotels, Bellagio Hotel, Wyndham Hotels, Quality Inns and Choice properties nationally. With its worldwide network, Serta is able to respond quickly to customers' needs while still preserving strict control standards to ensure the highest quality products. For more information about Serta, please visit the company's Web site at www.serta.com.

About Vera Wang:

Vera Wang Group designs, markets and distributes collections of women's bridal, maids and ready-to-wear apparel under the Vera Wang name. Vera Wang Licensing LLC, the licensing division of the company, has selectively granted licenses for the manufacture and distribution of fragrance and beauty-related products (Lancaster Cosmetics International, a division of Coty, Inc.), footwear (Giuseppe Zanotti), furs (the Pologeorgis Furs), eyewear (Couteur Designs, a division of the Kenmark Group), china and crystal (Wedgwood), silver and gifts (Syratech), fine jewelry (Rosy Blue Fine), Vera Wang suite (Halekulani Hotel), fine papers (William Arthur) and intimate apparel (Charles Komar & Sons). In addition, *Vera Wang on Weddings* was published by Harper Collins in 2001. For more information on Vera Wang, please visit the company's website at www.verawang.com.