



**box spring**  
or up to  
**\$400 off**  
a NuFlex™ from Beautyrest®  
adjustable foundation.

Boost year-end sales  
with this great  
promotion from  
Beautyrest®.

### When is the promotion?

November 15, 2012 – January 2, 2013

### How does it work?

We'll give either (i) a free Triton® foundation box spring or (ii) up to \$400 off a NuFlex™ from Beautyrest® adjustable foundation to any customer that buys one of the following Simmons® mattresses: Beautyrest® TruEnergy™, Beautyrest Black®, or ComforPedic® from Beautyrest® featuring the Recharge™ Sleep System.

Customers who choose the Triton® foundation will save up to \$345\*. Participating dealers will pay only \$20 for a queen Triton® foundation and \$10 for all others.

Customers who choose the NuFlex™ from Beautyrest® foundation will receive \$400 off a king or split California king (consisting of two twin XL bases), \$300 off a queen base and \$200 off a twin XL base (see chart below). The retailer must match half the discount to participate.

*Example:* Customer discount for a queen NuFlex™ from Beautyrest® base is \$300 off (Simmons covers \$150 and Dealer covers \$150). Simmons covers the \$150 by rolling back the price in our system for dealers to stock up for the event and then dealers take off the total \$300 discount off the BEAP price.

This promotion is not to be stacked with any other offers and is not valid on previous orders placed prior to the promotion.

### What's special about the Triton® Foundation?

This foundation is built to last. It offers durability and reduced motion for restful sleep. While its Power Beam® Bracing provides incredible strength for years of great sleep.

### What's special about the NuFlex™ from Beautyrest® Foundation?

New research shows that people are spending more time in bed reading, watching TV and movies, or working. The NuFlex™ from Beautyrest® foundation lets people sleep, work and relax in comfort and style. It has a massage feature for aching muscles and its Zero Gravity position helps ease back pain. There's even a built-in outlet for laptops and other electronics.

### How do I sign up and place orders for the free box spring or NuFlex™ Foundation discount offer?

- Dealers must place Triton® and NuFlex™ from Beautyrest® orders between November 8, 2012 – January 9, 2013.
- Prices will be rolled back in the system so dealers will be invoiced at the discounted price specified in the chart to the left.

Current Pricing			Event Pricing	
NuFlex™ Queen BEAP Retail	\$1699	➔	NuFlex™ Queen BEAP Retail	\$1399
NuFlex™ Twin XL BEAP Retail	\$1599	➔	NuFlex™ Twin XL BEAP Retail	\$1399
NuFlex™ Split Cal King Retail	\$1599	➔	NuFlex™ Split Cal King Retail	\$1399

\*\*For NuFlex™ from Beautyrest® bases, a king or split California king consists of two twin XL bases placed together.

### How is the promotion supported?

Beautyrest® has created an array of materials to support the promotion: TV tags, web banners, tent cards, window clings, ceiling danglers, and more. Remember that using any copy that would lead customers to think that there is a sale on Beautyrest® TruEnergy™, Beautyrest Black® or ComforPedic® from Beautyrest®, is prohibited.



©2012 Simmons Bedding Company. All Rights Reserved. \*Offer good on purchases paid in full and made between 11/15/2012 and 1/2/2013. Official Rules: Free Triton® foundation box spring or up to \$400 off a NuFlex™ from Beautyrest® foundation is eligible for each eligible mattress purchased. Only purchases of Twin XL, Queen, King or California King sized Simmons® Beautyrest® TruEnergy™, Simmons® Beautyrest Black® or ComforPedic® from Beautyrest® mattresses (offer not valid with any other Simmons® or Beautyrest® mattress model purchases) are eligible for either (i) a free Triton® foundation box spring or (ii) up to \$400 off a NuFlex™ from Beautyrest® foundation. NuFlex™ from Beautyrest® foundation discount is as follows based on the mattress size purchased: \$400 off a king base, \$300 off a queen base and \$200 off a split California king base or a twin XL base.

Approximate retail value of the free queen box spring is \$345 for Beautyrest Black® and \$250 for Beautyrest® TruEnergy™ and ComforPedic® from Beautyrest®. Offer valid in the U.S. (including Hawaii and Alaska) and Puerto Rico. Offer void where prohibited by law. Offer not subject to prior sales. Offer good on original mattress purchased only; not valid on exchanges or returns. This promotion is not to be stacked with any other offers and is not valid on previous orders placed prior to the promotion.

A broad selection of Point-of-Sale materials are now available to help you in-store. Please use AdSource for a complete and up-to-date listing of all POS items, real time inventory, stock status, pricing, etc. Please note that there are individual promotional pieces for Beautyrest® and for ComforPedic® from Beautyrest®.



**Ceiling Dangler**

Beautyrest® - SM12BR467HTG02  
ComforPedic® - SM12CP467HTG02



**Tent Cart**

Beautyrest® - SM12BR467TCS  
ComforPedic® - SM12CP467TCS



**Poster**

Beautyrest® - SM12BR467POS  
ComforPedic® - SM12CP467POS



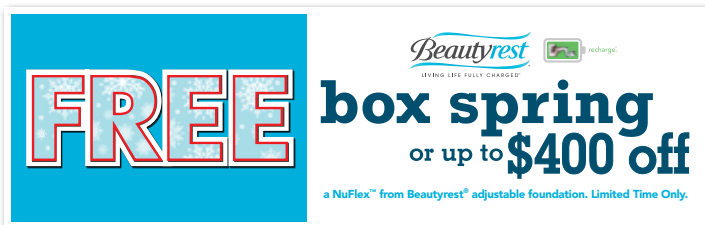
**Hang Tag**

Beautyrest® - SM12BR467HTG01  
ComforPedic® - SM12CP467HTG01



**Window Cling**

Beautyrest® - SM12BR467WCL  
ComforPedic® - SM12CP467WCL



**In-Store Banner**

Beautyrest® - SM12BR467BAN  
ComforPedic® - SM12CP467BAN

Available at  
[www.beautyrestdealers.com](http://www.beautyrestdealers.com):



**ROP Ad**



**Drop-In**

- :30 TV Spot
- Web Banner Ad