

Beautyrest  
recharge  
... AND ...

SAVE

UP TO

\$300

INSTANTLY

Instant savings means  
an instant sales boost.

## The Dates:

February 13 – 24, 2013

## How does it work?

Customers will save up to \$300 instantly when they buy a Beautyrest® TruEnergy®, Beautyrest Black® or ComforPedic® from Beautyrest® mattress set.

### SALES PRICE AND SAVINGS BREAKDOWN.

RETAIL PRICE BEAP	BEAP SAVINGS	WHOLESALE ROLLBACK*
Up to \$1,999	\$100	\$40
\$2,000 to \$2,999	\$200	\$80
\$3,000 and above	\$300	\$120

\*Wholesale rollback price will vary by size.

## The Support Behind It:

Beautyrest has created compelling TV tags, web banners, tent cards, window clings, ceiling dangles and more. Plus, a national online advertising and social media campaign will widely promote the instant savings.

## How and When to Sign Up:

- Your Simmons account manager will be contacting you to sign up.
- All event point-of-sale material must be displayed on all eligible products.
- Dealers must place orders Feb. 11 - 27, 2013.
- Prices will be rolled back. Dealers will be invoiced at the discounted price.
- Deadline to order circulars is Dec. 15, 2012.
- Materials will be in stores Feb. 1, 2013.



Poster



Drop In



Tent Card

ComforPedic  
from  
Beautyrest

Beautyrest  
LIVING LIFE FULLY CHARGED



©2012 Simmons Bedding Company. All Rights Reserved. Offer good on purchases paid in full and made between 2/13/2013 and 2/24/2013. Official Rules: Purchase any size Simmons® Beautyrest® TruEnergy®, Beautyrest Black® or ComforPedic® from Beautyrest® mattress set that features the Recharge® Sleep System (that costs up to \$1999) and receive \$100 in instant savings. Purchase any size Simmons® Beautyrest® TruEnergy®, Beautyrest Black® or ComforPedic® from Beautyrest® mattress set that features the Recharge® Sleep System (that costs \$2000-2999) and receive \$200 in instant savings. Purchase any size Simmons® Beautyrest® TruEnergy®, Beautyrest Black® or ComforPedic® from Beautyrest® mattress set that features the Recharge® Sleep System (that costs \$3000 and above) and receive \$300 in instant savings. Purchase price, for eligibility, does not include tax, delivery or multiple mattress purchases at once. \*Offer not valid with any other Simmons® or Beautyrest® mattress set model purchases or for mattress-only purchases. Offer valid only in the U.S. (including Hawaii and Alaska) and Puerto Rico. Simmons Bedding Company reserves the right to suspend this promotion at any point. Failure to comply with these rules will void any obligation on the part of Simmons Bedding Company. Offer valid only on qualified purchases and void where prohibited by law. Offer not subject to prior sales. Offer good on original mattress set purchased only; not valid on exchanges or returns. Offer available only at participating retailers.