

Serta Simmons Supplier Frequently Asked Questions

1. Will suppliers be paid for goods and services delivered prior to the filing date?

- Under Bankruptcy Law, we are unable to pay for amounts owed for goods and services provided prior to the filing date without specific Court approval to do so.
- We are also seeking court permission to pay suppliers, either during the Chapter 11 process or upon emergence from it, for goods and services that were provided prior to the filing date.
- We will communicate with those suppliers and vendors that facilitate our business and we believe are covered by these requests.
- If you believe you are owed money for goods or services provided before the filing date, information about the claims process, are available on a separate website administrated by the Company's claims agent, Epiq, at <https://dm.epiq11.com/sertasimmons>; by calling Epiq toll-free at 877-618-5414 or at 503-966-3043 for calls originating outside of the U.S.; or by emailing sertasimmonsinfo@epiqglobal.com.

2. Will the company continue to order goods and services from its suppliers?

- Yes. We fully expect to continue operating as normal throughout this process and will pay suppliers in full under normal terms for goods and services provided on or after the filing date.

3. Why should I continue doing business with SSB?

- Going forward, we are operating as normal and serving retail partners and sleepers as usual.
- With the commitment for approximately \$125 million in additional financing we received, along with our significant cash on hand and cash generated from operations, we will have ample liquidity to support the business during the Chapter 11 process.
- We are continuing to invest in our business and have meaningful launches planned for this year from Serta and Beautyrest.

4. Given the uncertainties of the situation, what if I want to renegotiate our terms with you?

- It is important to understand that we fully expect to continue operating the business and serving our customers as normal throughout this process.
- With the commitment for approximately \$125 million in additional financing we received, along with our significant cash on hand and cash generated from operations, we will have ample liquidity to support the business during the Chapter 11 process.
- If you are party to a contract, you are obligated by law to continue providing services to the company.
- We value our relationship and appreciate your continued support and partnership as we move forward.

5. Can I expect to be paid under the *Critical Vendor Motion*?

- We are also seeking court permission to pay suppliers, either during the Chapter 11 process or upon emergence from it, for goods and services that were provided prior to the filing date.

- We will communicate with those suppliers and vendors that facilitate our business and we believe are covered by these requests.

6. Will my contacts at SSB remain the same?

- Your point of contact will not change as we move through this process. Please continue to reach out to your normal SSB contact.

7. Where can I get more information?

- Additional information regarding the court-supervised process is available on our restructuring website, www.SSBRestructuring.com.
- Court filings and other information related to the court-supervised process are available on a separate website administrated by the Company's claims agent, Epiq, at <https://dm.epiq11.com/sertasimmons>; by calling Epiq toll-free at 877-618-5414 or 503-966-3043 for calls originating outside of the U.S.; or by emailing sertasimmonsinfo@epiqglobal.com.