



**Contacts:**

Mary Leigh Wallace  
(336) 307-9340 mobile  
(336) 553-1802 office

A.K. Wilkinson  
(336) 830-9265 mobile  
(336) 553-1805 office

**Consumer Electronics Show:**

Next Gen Home  
Central Plaza, C4

**THE DOCTOR AND THE DJ CONVENE BETWEEN THE SHEETS:  
WORLD'S SMARTEST BED ALLEVIATES SNORING,  
MONITORS BODY MOVEMENTS AND ROCKS THE BEDROOM**  
*Americans reveal what they really do in bed*

**CARTHAGE**, Mo., January 6 - Would the person who uses their bed only for sleep and sex please stand up? Anyone? Bueller...? It's a phrase we've heard over and over – it's best to use your bed for sleep and sex and nothing else. It's not that it's a bad idea – it's just that it doesn't reflect the reality of our lives. We play to the ideal rather than the reality.

Leggett & Platt, America's foremost authority on bedding components, decided it was time that the beds in our lives reflect just that – how we live in them. So the Fortune 500 bedding giant went straight to the source – sleepers – and asked them how they use their beds.

"Consumers told us they use their beds for much more than sleep," says Mark Quinn, group executive vice president of sales and marketing for the bedding division of Leggett & Platt. "The bed is a place for reading, watching movies, spending time with the kids, listening to music and even folding laundry."

Enter Starry Night™ Sleep Technology from Leggett & Platt, the first bed to incorporate diagnostic and entertainment technologies to create an intelligent, intuitive and comfortable sleep environment. Starry Night™ is the equivalent of having a home theater and a sleep clinic in the bedroom with diagnostic tools to measure body movements and surround sound to pump up the volume.

**THE DOCTOR**

**Understanding Sleep**

There is no denying that Americans have a sleep problem. Drowsy driving kills more than 1,550 Americans each year (National Highway Traffic Safety Administration). More than one study has confirmed that men and women will often choose sleep over sex. Lack of sleep has been associated with heart disease, obesity, aging and even cancer.

The key to a better night's rest begins with understanding how you sleep. Starry Night™ uses vibration sensor and load cell technologies to measure how much a sleeper tosses and turns, and how often they get out of bed during the night. The same vibration sensor technology detects and monitors rhythmic breathing patterns that indicate relaxation. It compares these movements to a 30-day baseline measure of the sleeper and then provides tips to improve sleep quality.

### **Silence the Buzz Saw**

Part of America's sleep problem can be traced to snoring, which affects approximately 90 million American adults (National Sleep Foundation). Couples where one person snores often suffer from Spousal Arousal – being awakened by your partner's snoring, having your sleep disrupted many times throughout the night, and having your concentration at work being negatively affected by the resulting fatigue.

But for many couples, snoring leads to far more serious consequences than fatigue and loss of focus. Snoring has also been cited as a leading cause of divorce in studies performed in the U.S. and abroad.

Starry Night detects snoring with a refined vibration-detection system (originally developed for military purposes) and automatically articulates sleep position by seven degrees to open the nasal passages and help alleviate mild to moderate snoring. Once the snoring subsides, the bed returns to its original position.

### **Get the Picture**

Each morning, Starry Night sleepers wake up and review their sleep pattern and read suggestions from Starry Night on a bedside monitor called the Good Morning Screen. The Good Morning Screen shows fever charts that indicate the chronology of movements and snoring during the night, and the history screen compares last night's sleep to previously recorded sleep patterns. After a night of bad sleep, the Tips Section offers suggestions for improving a person's energy during the day and getting a better night's rest the following evening.

### **Chill Out**

Using liquid-based Peltier technology, the mattress can be set to "pre-heat" or "pre-cool" both sides of the bed from 68 degrees to 117 degrees Fahrenheit. It's boon to both menopausal women suffering from hot flashes and to couples who can never agree on the same temperature.

Besides personal comfort, it eliminates the need to heat or cool the entire house during sleeping hours which saves money and helps the environment.

### **Mutual Support**

Starry Night comfortably supports the ballerina and the bodybuilder due to Leggett & Platt's exclusive Joey™ Coil innerspring system. Joey Coil uses an encased coil-within-coil system to create comfort for any size sleeper. The exterior coils have a luxurious feel and respond to body movements while the interior coils are pressure sensitive and increase their firmness in response to the amount of weight applied. So a 250 pound man gets the same support as a 120 pound woman, and they can rest together without the dreaded "taco effect" (a mattress that dips in the center because couples roll together and sleep in the middle of the mattress).

## **THE DJ**

Starry Night hosts a panoply of entertainment features that would make even the most tech-savvy disk jockeys and theater junkies jealous. It is a night club, movie theater, concert hall, hot spot, and a discotheque, all in the comfort of your own bedroom.

### **Theater in the Round**

Starry Night boasts a surround sound system with four eight-inch subwoofers, an audiophile ribbon tweeter for extremely smooth sound, and 2,500 watt RMS Amplification. The headboard projector boasts a 1080p LCD based projector with a 6000:1 contrast ratio and 2,000 lumens. It casts a 120-inch (10-foot) screen on the wall and can be used to project movies, books, music navigation features, the Internet, the Good Morning screen and even the local daily weather. It also has DVR capability.

### **Connected and Controlling**

For those who insist on taking the computer to bed, Starry Night provides wireless Internet connectivity and a wireless keyboard. The Internet is projected via the 120-inch screen.

The bed and electronics can be controlled via the Good Morning touch screen or a wireless RF remote via Microsoft's Media Center. Bedside, users can recharge their iPod on a conveniently placed docking station.

### **Power House**

The Starry Night boasts 1.5 terabytes (1,500 gigabytes) of disc storage for almost 400,000 songs or up to 2,000 hours of video. Its operating system runs on a solid state hard drive for extremely fast data transfer and low seek times. It also offers 4 gigs of ddr2 ram.

Starry Night will hit the market in the first half of 2009 and will retail between \$20,000 and \$50,000, depending on the amount of features desired.

Quinn says consumers want the products they buy to add value to their lives and work as hard as they do. "There are cars that park themselves and ovens that are programmed to refrigerate and cook your food. But the bed has generally been a passive inanimate object," notes Quinn. "It's time that our bed become our sleep counselor. And when we improve our sleep, we can improve our quality of life."

### **About Leggett & Platt**

Leggett & Platt (NYSE: LEG) is a Fortune 500 diversified manufacturer that conceives, designs and produces a broad variety of engineered components and products that can be found in virtually every home, office, retail store and automobile. The company serves a broad suite of customers that comprise a "Who's Who" of U.S. manufacturers and retailers. The 124-year-old firm is composed of 28 business units, 31,000 employee-partners, and more than 300 facilities located in over 20 countries.

Leggett & Platt is North America's leading independent manufacturer of the following: a) components for residential furniture and bedding; b) retail store fixtures and point of purchase displays; c) components for office furniture; d) non-automotive aluminum die castings; e) drawn steel wire; f) automotive seat support and lumbar systems; g) carpet underlay; h) adjustable beds; and i) bedding industry machinery for wire forming, sewing and quilting. For more information, please visit Leggett's Web site at <http://www.leggett.com>.

# # #