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LEGGETT & PLATT DELIVERS RETAILERS A BETTER WAY TO SLEEP

*Experience the Leggett & Platt Retail Solution and
Leggett & Platt Home Collection in High Point*

WHITTIER, Calif., (April 25, 2009) – Ever the pioneer, Leggett & Platt is now helping retailers sell the benefits of sleep through the debut of two new programs under Leggett & Platt® Consumer Products Group. The Leggett & Platt® Retail Solution™ is an innovative program designed to help bedding retailers increase revenue through a series of turn-key marketing solutions; and the Leggett & Platt® Home Collection™ is a new brand of bedding accessories combining comfort and simplicity for better living.

Positioned to change the way bedding retailers do business, L&P Retail Solution is a U.S. Patent Pending concept providing all the tools retailers need to effectively engage and assist their customers – from point-of-purchase display systems and signage, to marketing collaterals, to sales aids and training and performance management systems. In addition, L&P Retail Solution includes a complete range of bedding merchandise spanning sheets, pillows, ornamental beds, bedding support products, adjustable bed bases, mattress and pillow protectors, and more.

“By offering these unique tools and products in a comprehensive package, we can help the retailer sell the benefits of better sleep,” said Rob Woods, president of Leggett & Platt Consumer Products Group. “Dealers who take advantage of our Retail Solution will increase their revenues with the sale of additional bedding accessories, while simultaneously improving the experience for their customer.”

Within the L&P Retail Solution product system is a line of bedding accessories from the newly-launched Leggett & Platt Home Collection. Created to help consumers sleep well and live better, this collection includes MicroPlush™ mattress and pillow protectors, high thread count sheet sets, and a range of pillows for back, side and stomach sleepers.

“The Leggett & Platt Home Collection consists of premium products at affordable prices, something consumers are searching for in this current economic climate,” said Herman Tam, group vice president of sales and marketing.

The L&P Retail Solution also includes products from other well-known Leggett & Platt® brands including Fashion Bed Group™ and Adjustables™ by Leggett & Platt®.

Collectively, the Leggett & Platt Retail Solution and Leggett & Platt Home Collection can help bedding retailers build relationships with their customers and increase their sales, even during tough economic times.