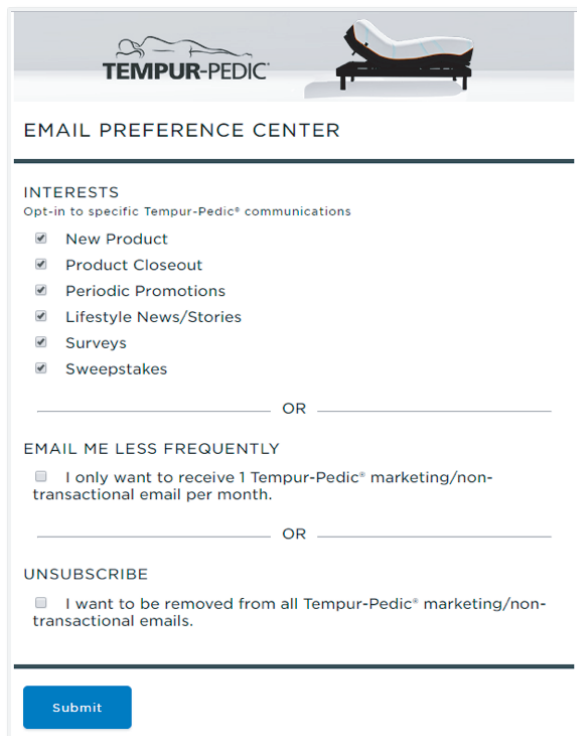


OBJECTIVE: The purpose of this guide is to outline the details of the Email Preference Center, list the steps necessary for making updates, provide answers to some frequently asked questions, and provide contact information for any questions not covered by this guide.

GENERAL: The Email Preference Center is designed to give each user more control over the amount and type of emails they receive from Tempur-Pedic. The Preference Center is organized into three main sections: 1) Interests, 2) Email Me Less Frequently, and 3) Unsubscribe. The user has a choice to make updates in any ONE of the three sections. Any updates made in a section will automatically “undo” any prior selections in a different section.



The screenshot shows the Tempur-Pedic Email Preference Center interface. At the top, there is the Tempur-Pedic logo and a stylized image of a mattress. Below this, the title "EMAIL PREFERENCE CENTER" is displayed. The form is divided into three main sections: "INTERESTS", "EMAIL ME LESS FREQUENTLY", and "UNSUBSCRIBE".

INTERESTS
Opt-in to specific Tempur-Pedic® communications

- New Product
- Product Closeout
- Periodic Promotions
- Lifestyle News/Stories
- Surveys
- Sweepstakes

_____ OR _____

EMAIL ME LESS FREQUENTLY

I only want to receive 1 Tempur-Pedic® marketing/non-transactional email per month.

_____ OR _____

UNSUBSCRIBE

I want to be removed from all Tempur-Pedic® marketing/non-transactional emails.

Submit

Tempur-Pedic currently sends approximately 4 emails per month over a variety of interest categories. The categories with the most frequent number of sends are Product Closeouts and Periodic Promotions. Other interest categories may receive no email sends in a month.

INTERESTS:

Best for users who are interested in Tempur-Pedic, but want to limit the types of emails they receive to particular categories of interest. Checking a box will include a user on the list for communications in that category, and vice versa.

EMAIL ME LESS FREQUENTLY:

Best for people who are interested in Tempur-Pedic, but want to limit the number of emails they receive to a maximum of one email per month. The one email per month will be at Tempur-Pedic's discretion. If a user wants to make certain that they receive particular types of emails, they should opt-in to all of the categories of interest in the “Interests” section.

TIP: *Unchecking Product Closeouts and/or Periodic Promotions will be the fastest way to reduce the number of emails received in any given month while staying on the list for other interest categories.*

UNSUBSCRIBE:

Checking this box will remove users from ALL Tempur-Pedic Marketing/Non-Transactional Emails. Users will continue to receive communications related to purchases or any other email that is the direct result of taking an action on our website, with a call center agent, or in one of our company owned Flagship retail stores (transactional communications). Examples of transaction communications include: Order Confirmation, Shipping Confirmation, Retail Locator Email (when requested), etc.

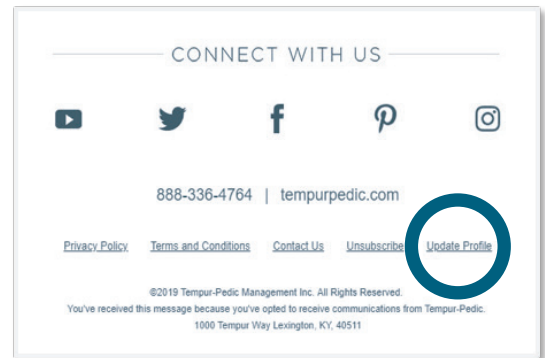
Tip: *Preference Center updates manage all Marketing Email communications and do not apply to transactional messages. If you purchase a product for example, you are still eligible to receive your Order & Shipping confirmation emails.*

TO ACCESS THE EMAIL PREFERENCE CENTER:

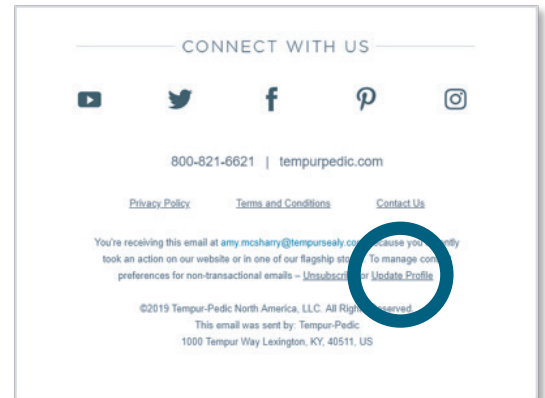
Users who wish to update their email contact preferences for Tempur-Pedic Marketing/Non-Transactional Emails should follow the quick steps below.

1. Find an email previously received from Tempur-Pedic.
2. At the bottom of each email, there are links to “Unsubscribe” and “Update Profile”.
3. We recommend the “Update Profile” button over “Unsubscribe” which better allows users to custom tailor their communications to their specific wants and needs.
 - a. Clicking this button will take users to the Tempur-Pedic Preference Center outlined previously where users may choose to optimize their interests, opt-down to receive less frequent communications, or unsubscribe from all promotional emails.
4. Or, clicking the “Unsubscribe” button, will unsubscribe users from future promotional communications.

Tip: All changes, including unsubscribing, can take up to 1 business day to be recorded and take effect.



Example of Marketing/Non-Transactional Email Footer



Example of a Transactional Footer

Should you have any additional questions, please reach out to the following dtcsupport@tempurpedic.com or **888-386-0356** for support.

FAQ

1. What do the interest categories refer to?

- a. New Product: News and offers related to new Tempur-Pedic products.
- b. Product Closeout: Communications and offers related to special discounts on product closeouts.
- c. Periodic Promotions: Special offers and promotions that Tempur-Pedic offers throughout the year.
- d. Lifestyle News/Stories: Occasional communications that might be of interest to those whom have an interest in the Tempur-Pedic brand – could include news related to sleep, wellness, etc.
- e. Surveys: Occasional communications where Tempur-Pedic is seeking your feedback.
- f. Sweepstakes: Occasional communications to enter for a chance to win great prizes from Tempur-Pedic.

2. What are the differences between Transactional Emails and Marketing/Non-Transactional Emails?

- a. Transactional Emails are communications related to actions a user has taken on the site, including applying for financing and making a purchase. Since this is often important information a user or customer is requesting and is based on a direct action the consumer has taken, these cannot be controlled or optimized through the Email Preference Center.
- b. Marketing or Non-Transactional Emails are related to the Interest categories in the Preference Center. These can be controlled or optimized by a user to make emails received as relevant to their interests as possible via the Email Preference Center.