

FOR IMMEDIATE RELEASE

May 16, 2007

NachmanHaysBrownstein, Inc. (NHB) has been engaged as Financial Advisor to the Official Committee of Unsecured Creditors *In re Rockaway Bedding Inc., et al* (New Jersey). Rockaway Bedding is a premier retailer of mattress and other bedding products including such household brand names as Sealy®, Serta®, Simmons®, Stearns & Foster® and Tempur-Pedic®, among others. Rockaway Bedding, Inc. and its affiliated debtors filed Ch. 11 in New Jersey on April 9, 2007 listing approximately \$17 million owed to unsecured creditors.

NHB was retained by the Creditors Committee to assist it in evaluating Rockaway Bedding's businesses during its Chapter 11 filing. The Committee retained NHB to provide financial advisory services including, but not limited to, the following:

1. Review and evaluate the current and prospective financial, and operational condition of the Debtor;
2. Assist the Committee in evaluating Debtor-In-Possession (DIP) or other financings for the Debtor;
3. Assist the Committee to analyze and evaluate potential or other transactions or other plans and efforts to sell assets, recapitalize or reorganize the Debtor;
4. Assist the Committee and its counsel in evaluating and responding to various developments or motions during the course of the Debtor's Chapter 11, including providing expert testimony as may be acceptable to NHB;
5. Representing or assisting Committee counsel in representing the Committee in negotiations with the Debtor and third parties; and
6. Provide other services that may be requested by the Committee and as may also be acceptable to NHB.

NachmanHaysBrownstein, Inc. (NHB) is one of the country's premier mid-market turnaround and crisis management firms, having been included among the "Outstanding Turnaround Firms" in *Turnarounds & Workouts* for the past twelve consecutive years. NHB has its headquarters near Philadelphia and has offices in New York, Boston, Wilmington and Atlanta. The Rockaway Bedding engagement is led by Edward T. Gavin, CTP, Principal of NHB in its Wilmington, DE office.

Other recent NHB bankruptcy engagements include Financial Advisor to the Debtor *In re Medifacts International, Inc.* (Delaware); Financial Advisor to the Official Committee of Unsecured Creditors *In re EarthShell Corporation* (Delaware); and Financial Advisor to the Official Committee of Unsecured Creditors *In re Senior Management Services of Treemont, Inc. et al* (Northern District of Texas – Dallas).

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For additional information, please contact Teresa Kohl, 610-660-0060, [tkohl@nhbteam.com](mailto:tkohl@nhbteam.com).