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IT'S NOT COUPLES THERAPY BUT IT MIGHT HELP SAVE YOUR MARRIAGE

The bed to diffuse the snore wars - and other bedroom maladies

CARTHAGE, Mo., (March 2009) – Is your marriage floundering in the bedroom? We're not talking about sex; we're talking about sleep. It's a known fact that sleep has a profound effect on an individual's personal disposition; lack of sleep can lead to irritability, crankiness and general unpleasantness. What is one of the primary perpetrators for losing all this sleep? Snoring. An unfortunately common issue in the bedroom, few people can sleep soundly when their partner snores like a freight train.

Leggett & Platt found the answer to this problem with a little genius: Prodigy. The global diversified manufacturer recently debuted its new high-tech bed-in-motion at the 2009 Las Vegas Furniture Market in February. Aptly named Prodigy, the tech-savvy adjustable bed is considered to be the "little brother" of L&P's Starry Night™ Sleep Technology bed, which was introduced at the 2008 Consumer Electronics Show.

A sleeper's dream, this high-tech bed can not only help silence a snoring partner, but also lessen the effects of what is technically known as "cover hogging." So reconcile those irreconcilable differences and get back into the same bed. And trust us, getting a good night's sleep isn't the only thing you'll enjoy.

SLEEPING IN SEPARATE BEDROOMS?

The impact sleep has on health is highly underestimated by consumers. Having a profound effect on health, emotional wellbeing and cognitive function, sleep is the number one thing consumers can do to immediately improve their quality of life.

With 80 percent of snoring couples sleeping in separate bedrooms (www.talkaboutslepp.com), snoring has clearly become a serious issue – some would even say cause for divorce. So before you turn up your nose at the thought of an adjustable bed, consider what the new breed of adjustables can do for you *and* your relationship.

AFFORDABLE THERAPY

These days, with divorces costing upwards of \$10,000 and marriage counseling not too far behind, couples in this economy cannot afford to lose their sleep *or* their relationship. Leggett & Platt designed Prodigy to be both effective and affordable with a retail price range of \$1,800 - \$2,000.

"Specialty bedding is becoming increasingly popular with consumers," said Mark Quinn group executive vice president of marketing for Leggett & Platt's bedding division. "However, it *can* be expensive. Prodigy gives consumers all of the luxury and function they want in an adjustable bed without the high price tag."

SATISFY YOUR MARRIAGE GADGET LUST

Technology plays a vital role in our waking lives so why wouldn't it play an equally important role in the one-third of our lives we spend asleep? One of Prodigy's most brilliant features is its anti-snore technology. Leggett & Platt is determined to get couples back in the bedroom with just a push of a button. A slight elevation of the head (only seven degrees) opens the nasal passages and alleviates the offending sound in approximately 60 percent of mild to moderate snorers. With both partners getting a solid night's sleep, couples can return to making love, not war, in the bedroom.

For those who cringe at the thought of the jarring wake-up call delivered by most alarm clocks, Prodigy offers the gentle-wake alarm system, which wakes sleepers through subtle bed vibrations. And if falling asleep isn't your problem but making it to the bed is, Prodigy's built-in sleep timer (for the millions of Americans who fall asleep sitting up) will automatically set the bed back into a sleeping position after a set period of time.

A TALE OF TWO TEMPERATURES

Couples also have the freedom to control their own temperature settings with Prodigy's dual temperature-controlled surface. So no matter what your partner prefers, you no longer have to suffer from their unexpected hot flashes or cold spells. Both sides of the Prodigy bed can be set to "pre-heat" or "pre-cool," from 68 degrees to 117 degrees Fahrenheit.

AN APPLE A DAY

Outside of its advanced sleep features, Prodigy's operation also takes it to a Jetsonian era with a WiFi remote and a high-res LED screen. Even more, consumers have the ability to control the various features of their Prodigy bed with a device they already own...an iPod Touch or an iPhone. All it takes is downloading the appropriate application and you've got yourself a universal remote.

"Prodigy's features only touch the surface of what adjustable beds can do," said Quinn. "In the future, consumers can expect to see more technology, more comfort and even more customizable features on the market. Adjustable bedding is the new future of sleep."