



NEWS RELEASE

***Accessorise your bedroom this festive season!
Give Simmons Beautyrest NeckCare Pillows As Presents With Our 1-for-1 Deal.***

Embargoed Till - Singapore, 02 Dec 2011 – This Christmas, give your family members and friends a head start to a good night's sleep with Simmons Beautyrest NeckCare Pillow 1-for-1 promotion.

Folowing a successful promotion last year, Simmons is bringing back the much anticipated sales of the year. The 1-for-1 NeckCare promotion is also available online at Simmons e-shop <http://eshop.simmons.com.sg/> Simmons Beautyrest NeckCare pillow is available in four degree of firmness and are priced as follows: NeckCare 1 \$210 NeckCare 2 \$225 NeckCare 3 \$235 NeckCare 4 \$270.

Simmons e-shop is an online service launched last year to allow local shoppers to log on and shop for their favourite Simmons bedding accessories ranging from pillows to mattress protectors in the comfort and convenience of their own home. It aims to bring greater convenience to customers with its 24/7 operations, user-friendly interface and to top off, free delivery to local residential addresses.

Without the need to step out of their home, e-shoppers can now order the pillows and deliver to their family and friends as presents for this Christmas. With fantastic deals, great convenience and valuable time saved, your good night sleep is truly just a click away.

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About Simmons (SEA) Pte Ltd

Simmons Bedding Company is one the world largest mattress manufacturers, based in Atlanta, USA. It was founded by Mr. Zalmon G. Simmons since 1870. Through the 140 years long heritage, Simmons has introduced technological innovations like the Beautyrest® Pocketed Coil® spring mattress, the Hide-A- Bed® product and HealthSmart™ bed.



Simmons is the maker of Beautyrest®, Beautyrest Black®, BackCare® and Connoisseur™, among others. With our belief in Better Sleep Through Science™ programme, Simmons is committed to constantly research, develop and create better beds to deliver better sleep. Also Simmons aims to work continually with medical and industry experts to educate the public on the importance of quality sleep and the impact that a lack of it can have on our lives. Ultimately, Simmons hopes to help consumers achieve a better quality of life.

In Asia, the license to manufacture, distribute and market Simmons is owned by Simmons Japan Co., the headquarters to 23 countries across Asia. Simmons Japan is a full subsidiary of Nifco Group, a listed multinational company headquartered in Japan with a diverse business portfolio. Simmons Southeast Asia Pte Ltd, which was set up in 1993, reports to Simmons Japan directly.

Media Contact:

Michelle Anne Ng

Simmons (SEA) Pte Ltd

Tel: 6290 9221

HP : 9674 8961

Email : michelle.ng@simmons.com.sg

Eugene Lau

Simmons (SEA) Pte Ltd

Tel: 6290 9222

HP: 9017 6517

Email : eugene.lau@simmons.com.sg