



**SIMMONS (SOUTHEAST ASIA) PRIVATE LIMITED**

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# NEWS RELEASE

*Get more from your sleep as Simmons re-launches  
Beautyrest® Recharge Series with AirCool Technology & SurfaceCool Fibre  
It's more than a better night's sleep. It's you, fully charged.*

30<sup>th</sup> September 2016, Singapore – Highly bestowed as the breathable mattress, Simmons® Beautyrest® Recharge Series has once again delivered beyond expectations by offering both the needed support and the deserved comfort with its ever growing technology. Gone are the days of feeling hot and humid as the unique foams, gels and design in the Simmons® Beautyrest® Recharge Series accustoms to each individual's ideal body temperature, allowing one to have a cool, comfortable bed, while maintaining full support and a full night of undisturbed rest.

"Driven by the passion for better sleep, and constantly providing new quality products through continuous innovation has always been our mission statement," Mr Casey Teh, Managing Director of Simmons (SEA) Pte Ltd said. With digital advancement reaching sky rocket rates, society is now skewed towards a highly-stressed, fast-paced life where many individuals are not getting the required rest to last the day. Therefore, Simmons has presented a solution. Recharging sleep comes from the perfect combination of conforming back support and temperature control found in all-new Beautyrest® Recharge Series. With the introduction of four new classic models and one World Class Series, all fully imported from the US, the Beautyrest® Recharge Series is here to stay and delight consumers in an array of choices.

Featuring the patented Original Beautyrest® Pocketed Coils®, AirCool® Foam and SurfaceCool™ Fiber, sleep has never been made easier. The 8" high profile Beautyrest® Pocketed Coil has a 'Do-Not-Disturb' body contouring feature that minimizes motion transfer. Coupled with AirCool® Foam and SurfaceCool™ Fiber, it provides consumers with an ideal sleeping temperature as it promotes pressure relief and freedom of movement. The layer of vertically orientated TENCEL® fibers found inside the SurfaceCool™ Fiber is located just beneath the fabric to dissipate body heat away from the sleeping surface.

Additionally, with AirCool® BeautyEdge® Foam, airflow is enhanced through the mattress to ensure and offer support and stability right to the edge.



LIVING LIFE FULLY CHARGED™



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***(Cont'd) Get more from your sleep as Simmons re-launches Beautyrest® Recharge Series with AirCool Technology & SurfaceCool Fibre***

“Since the start of Y2013, Simmons has been advocating Living Life Fully Charged™ through good sleep. We will be continuing with our message to reiterate that Singapore has not only a productive workforce but also a nation of happy and well-rested people. It's more than a better night's sleep. It's you, fully charged,” Mr Teh said. “Indeed, we charge everything else in life (mobile devices, electric cars to cameras etc), it is time to charge our human battery,” said Mr. Teh.

Continuing from the recent pop-up Simmons store at Robinsons Heeren Glasshouse and 39 years of Good Partnership with Robinsons, Simmons will kick-start its newly launched campaign of Beautyrest® Recharge Series at Robinsons, The Heeren on 30 Sep 2016 with exciting activities not to be missed! The full range of Simmons® Beautyrest® Recharge Series will be available islandwide\* from 1 October onwards.

To celebrate this launch, customers who purchase Simmons® Beautyrest® Recharge Series will be rewarded with double chances to win one of the 3 attractive prizes which includes A Grand Prize of 13D10N Guided Tour for 2 to West Coast USA, Runner-up Cash Prize of \$1,888 and 2<sup>nd</sup> Runner-up Cash Prize of \$888. For purchase of any other Simmons mattresses, customers will still be entitled to one winning chance for the above prizes.

**### End ###**

- \*Simmons Gallery – Capitol Piazza #02-25; Marina Square #03-341, Tampines 1 #04-35, IMM #03-04 & The Furniture Mall #01-05
- \*Department Stores – Robinsons, Metro, Takashimaya Department Store, OG, Tangs, Courts & Harvey Norman
- \* Authorised Dealers – Absolute Bedding, Deco Home, Dynasty Furniture, Gain City, SleepSavvy & The Mattress Centre



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**About Simmons (SEA) Pte Ltd**

Atlanta-based Simmons Bedding Company is one of the world's largest mattress producers with more than 140 years heritage. Maker of Beautyrest®, Beautyrest Black®, and BackCare®, among others, and preferred hospitality partner amongst world-renowned hoteliers, which include Westin Hotels, Starwood Group of Hotels, Resorts World Sentosa and Shangri-la hotels, Simmons is committed to constantly research, develop and create better beds to deliver better sleep. It is Simmons' goal 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. Simmons is committed to developing superior mattresses to promote a higher-quality sleep, helping ensure consumers around the world are truly Living Life Fully Charged™.

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