



SIMMONS (SOUTHEAST ASIA) PRIVATE LIMITED

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NEWS RELEASE

Simmons receives the EXSA Award for the 6th time and is the only mattress brand in the industry to be awarded for 6 years.

Embargoed till 17 November 2016, Singapore – Simmons is awarded the EXSA Award for the 6th time and is the only mattress brand in the industry to have been accorded with such an award. An advocator of providing unique customer experience and overall total satisfaction, Simmons is proud of our achievement. "Today's achievement is built upon our corporate belief and core values, past years of hard work, continuous and consistent training for our staff to uphold Simmons brand standards" said Mr. Casey Teh, Managing Director of Simmons (SEA) Pte Ltd.

"We have a staff, Mr. Patrick Chua, Retail Executive, who has won from Silver Award to Gold Award to Star Award. He is an exemplary staff who has become an inspiration for current and new staff to scale new heights, to uphold them as role model for excellent service. For the winners, this is a recognition for their passion and commitment to provide great service to our customers. They become our service champions," added Mr. Teh.

Simmons is proud to be the only bedding brand to be awarded for the Service Excellence Award since 2007. This is in line with the company's mission of providing premium quality and excellent customer service and total satisfaction for our customers. This year, Simmons has seven Silver Award recipients and three Gold Award recipients (see annex for names). They comprise of both our front-line retail staff at the stores and back-end office staff at Customer Service Department.

"In this challenging environment of high expectation for great Customer Service, Simmons has risen to the occasion to demonstrate emotional quotient (EQ) in assessing different situations so as to create positive experiences for customers. We have also manage to exercise agility in providing service recovery, turning adverse experiences into positive ones, and customer feedback into opportunities to delight, learn and develop best practices," said Mr. Teh.

"We believe that employees who are happy and have a passion for their roles would be able to perform their best. It is a journey of growth for the company, as well as for the individuals as it is also a process of self-awareness. This plays a part in charting the



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growth for the future in developing both the brand and its employees.” Ms. Gena Lee, Human Resource Manager of Simmons (SEA) commented.

Receiving an EXSA award is not only a good communication platform for the brand, but also for the awardees’ themselves. “The retail consultants have feedback that obtaining the award does boost their confidence to serve the customer even better and is a recognition for their efforts, ”added Ms. Lee.

“Customers often write in to commend the dedication of our retail consultants who would patiently take the time to ensure the needs and wants of each individual customer. Service does not stop at the point of purchase. Instead, after-sales service goes further and beyond to ensure the total satisfaction of our customers.” Ms. Lee observed.

The EXSA is a national award that recognizes individuals who have delivered outstanding service. Getting the award is a promise of Simmons’ outstanding customer service and an assurance to our valued customers that Simmons will go the extra mile for them.

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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 145 years of 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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