



SIMMONS (SOUTHEAST ASIA) PRIVATE LIMITED

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NEWS RELEASE

You've heard of vintage cars. Now presenting to you the Simmons vintage mattress, a rare find which can be exclusively viewed at Metro Centrepont.

Singapore, For immediate release – In celebration of Simmons® Beautyrest® 90th Anniversary, Simmons has shipped in the one and only vintage mattress for display. The mattress aged 87 years old, bears the original mattress label of the 1920s. "This is from our long loyal customer in Indonesia. The structural integrity of the mattress is still good, though the fabric has shown its age through wear and tear," Ms Michelle Anne Ng, Marketing Manager of Simmons (SEA) said.

In conjunction with the celebration, Simmons also commemorates its rich heritage through the display of exhibits. Displayed at Metro Centrepont Level 5, the exhibits will be showcased from now till 24 December 2015. Customers can walk down memory lane as we go through how it all began in 1870. From famous people to past Simmons advertisements to technological innovations, the exhibits showcase the profound history and gold standard Simmons has set in the bedding industry.

To add on to the hype for this event, Simmons is holding a Guess & Win lucky draw. Customers who have purchased a Simmons mattress at Metro Centrepont, Metro Paragon or Metro Woodlands will be entitled to participate in this draw. The winner stands a chance to walk away with their mattress purchase free, if they manage to get the age of the vintage mattress right.

"The celebration of Beautyrest® 90th Anniversary is definitely a milestone to commemorate, showing that Simmons® Pocketed Coils® has certainly stood the test of time. You can rest assured that our customers are getting nothing but the very best. After all, we have had 90 years of beautyrest." Ms Ng commented.

End

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



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BackCare®, and also the 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™.

Simmons (SEA) Pte Ltd

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