



SIMMONS (SOUTHEAST ASIA) PTE LTD

100 Beach Road #14-07 Shaw Tower Singapore 189702

Tel: 6294 2278 Fax: 6293 0002 email simmons.sea@simmons.com.sg

www.simmons.com.sg Co. Reg. No.: 199303272D

Get Cable-Powered Sleep At New Simmons Gallery, Paragon

Simmons Launches Industry's First Pocketed Cable Coil® Mattress That Cuts Motion Transfer Between Sleeping Partners, Stays Ahead of Competition

SINGAPORE, March 18, 2005

To mark the opening of the new Simmons Gallery at Paragon, Simmons (SEA) Pte Ltd launched yet another industry's first technology, Simmons® patented Pocketed Cable Coil® mattress.

Inspired by suspension bridge cables and ski lifts, the Simmons® patented Pocketed Cable Coil® is made from three steel strands twisted tightly together instead of the usual single steel strand. The result is 350% more coil steel used in a cable coil vs the open coil. The benefit to consumers is significant improvement in durability and improved motion separation, bringing better sleep for two.

"This is the first significant change in pocketed coil history since it was first introduced in 1925," said Mr. Casey Teh, Director of Simmons (SEA) Pte Ltd. "Multiple wires are stronger than one wire and have natural motion-dampening characteristics that help deliver a product with virtually no motion."

The Simmons Pocketed Cable Coil® is patented and was launched in the United States in 2004. Its two-year research and development is an industry's breakthrough and although it is more expensive than traditional pocketed coil, it proves to absorb more motion and is far stronger. "The new Simmons® patented Pocketed Cable Coil® is featured only in Simmons high-end models, Simmons® Beautyrest® World Class® Milan Series. Being the first in the industry to launch, we are in-line with Simmons' 135 years of history of innovation, keeping abreast with technology, development and competition, even when mattress is perceived as a low-interest, low-involvement product," added Mr. Teh.

Simmons® Beautyrest® World Class® Milan Series features alternating Simmons® Pocketed Cable Coil® with Simmons® classic Pocketed Coil®. Simmons® Beautyrest® World Class® Milan Series is designed to be four times more durable and achieves improved motion separation. Together with the use of high performance foams such as blended latex, it further enhances stability and increased durability. The use of bloc foam also means that Simmons® Beautyrest® World Class® Milan Series is non-flip, bringing convenience to consumers. In addition, the coils are tested to endure simulated use that translates to more than 100 years of dependable performance!

Mr Teh stressed, "Motion separation is important because it keeps couples from disturbing one another when either partner moves during the night. With our new Simmons® Pocketed Cable Coil®, our customers, particularly, couples can now look forward to a more sound, quality, undisturbed sleep on our Simmons® Beautyrest® World Class® Milan Series. We are confident with our gold standard of undisturbed sleep. Our customers can look forward to peak performance at work the next day."

Consumers can try this revolutionary product at the newly opened Simmons Gallery at Paragon, located at #04-06/07. The opening of Simmons Gallery, Paragon marks Simmons' move with times. The interior of the showroom is modern and tastefully designed, boasting visual, audio, tactile and olfactory appeal. Employing the expertise of Axial and Planes Design International Pte Ltd, Mr. Victor Low, the designer behind the concept plan said, "We



SIMMONS (SOUTHEAST ASIA) PTE LTD

100 Beach Road #14-07 Shaw Tower Singapore 189702

Tel: 6294 2278 **Fax:** 6293 0002 **email** simmons.sea@simmons.com.sg

www.simmons.com.sg Co. Reg. No.: 199303272D

employ a structured concept approach in reinventing the gallery through multiple layering. The design of each layer is steered by the concept to portray Simmons products individually.

It is a gallery that embodies current and natural appeal, compounded by an emphasis on the integration of forms, shapes and functions."

"Through our interaction with our customers, we understand that our customers like to have privacy while trying mattresses, thus an Alcove and Retail Merchandising area is creatively designed to shield the private display of the Northern Comfort recliners, mattresses and bedframes," said Mr. Teh. Focusing on customers, an organically curved reception area warmly greets each customer from a specially designed, elevated marble entrance, showcasing Simmons innovations in 3-D icons. "The entire showroom is created as a conducive sleep environment, with warm lightings, soothing music and the sound of flowing water to relax one's senses," added Mr. Teh.

Each product line is set against a backdrop to achieve perfect balance of hard and soft lines, exotic backgrounds, warm accents colours and straight and curved geometry. The backdrop suggests interesting materials ranging from imported exotic Batu Candi volcanic larva slabs to imported Burmese teakwood strips and dramatic Velvet & Leather backdrop. "Customers may be inspired to pick up some of our store designs as their bedroom designs," quipped Mr. Teh.

Simmons Gallery, Paragon, originally located at Level 3 of Paragon moves to Level 4 with a 2,325 square feet area. It houses a full range of US- or Canada- or Japan-imported Simmons products and the Norway-imported Northern Comfort recliners and sofas. To allow customers to shop with ease and convenience, Simmons also sells bedding accessories like the renowned Simmons[®] Pocketed Coil[®] NeckCare pillows, Expand-A-Grip mattress protectors to keep mattresses clean and sterile, Hallmark and Mirabello bedlinens. Customers may be surprised that even dog mattresses are sold in Simmons Gallery, Paragon! And it does come with the renowned Simmons[®] Pocketed Coil[®], negative ions and in three different sizes!

To mark the opening of Simmons Gallery, Paragon, customers can save up to \$1,000 on Simmons[®] BackCare[®] Advanced, Connoisseur[®] or Simmons[®] Beautyrest[®] from Canada and for as little as S\$135, they can bring home a Simmons Lusianna bedframe!

Simmons also marks its 135 years of history of innovation this year. "To commemorate this 135 years of our innovations, we have developed a customised Classical music CD titled "Simmons Classical Dreams" for our customers," said Mr. Teh. "Simmons is never just in the business of selling mattresses and bedding. We are in the business to complement a person's overall well-being." According to sleep experts like Dr. James Maas, a sleep consultant with Simmons, a psychologist and author of renowned bestseller, "Power Sleep", quality sleep is key to achieving optimal well being. And to achieve quality sleep, it takes a combination of factors namely a good sleep environment, an appropriate sleep surface and a relaxed demeanour.

Maker of Beautyrest[®], BackCare[®] and Connoisseur[®], Atlanta-based Simmons Company entered the Singapore market in 1977. In Asia, the licence to manufacture, distribute and market Simmons is own by Simmons Japan Co., a full subsidiary of Nifco Group, a listed multinational company headquartered in Japan with a diverse business portfolio, which includes the Japan Times. Simmons (Southeast Asia) Pte Ltd, which was set up in 1993, reports to Simmons Japan and is the headquarters to 19 countries in Asia.

**SIMMONS (SOUTHEAST ASIA) PTE LTD**

100 Beach Road #14-07 Shaw Tower Singapore 189702

Tel: 6294 2278 **Fax:** 6293 0002 **email** simmons.sea@simmons.com.sg

www.simmons.com.sg Co. Reg. No.: 199303272D

Issued by:

Simmons (Southeast Asia) Pte Ltd

Michelle Ng

Assistant Manager

Corporate & Marketing Communications

DID: 6290 9221

Email: michelle.ng@simmons.com.sg