



SIMMONS (SOUTHEAST ASIA) PTE LTD

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GET IN TOUCH WITH LEOPARD PRINTS OR GO LEATHER AT SIMMONS GALLERY, PARK MALL

Simmons opens its new gallery and kick-starts its islandwide BackCare Original Series promotion.

SINGAPORE, November 2, 2007

Spanning across 188.42sqm, Simmons Gallery Park Mall is the new kid on the block at Park Mall. Opened its door in early October 2007, Simmons Gallery, Park Mall is designed with the latest trend in décor. Customers can get in touch with their wild side, with a room specially designed with leopard prints as a backdrop. Or, perhaps leather may be others' preferred choice; the Beautyrest Black mattresses are set against deep, dark maroon coloured leather backdrop, exuding a mood that is utterly Temptation.

"Park Mall is a place where the consumers are of a different league. The consumers tend to make up of designers who shopped for their clients as part of their services in home renovation. Thus, it is very apt to go wild and bold at Park Mall as these targeted and selective audience have very discerning taste and sophisticated, jet-setting lifestyle. It compliments their taste," commented Mr. Casey Teh, Director of Simmons (SEA) Pte Ltd.

"Once again, the room concept is to provide consumers total privacy and comfort when trying mattresses. Here, you can really take your time to lie down and try each mattress displayed," added Mr. Teh. He further added, "The beauty of shopping at Simmons Gallery is the total privacy and space one gets."

Simmons Gallery, Park Mall has a total twelve to thirteen mattresses and is currently the only gallery that has Simmons Beautyrest World Class Rozelle mattress. It also features the three Beautyrest Black mattresses, launched earlier this year, Helena, Florence and Temptation. With such a bold theme of call of the wild, no wonder it is attracting many customers to the store.

Sales at Simmons Gallery, Park Mall has been brisk since opening. An encouraging sight to the sales team, with the robust economy, consumers are truly spending on luxury bedding with one of its bill totalling to a whopping \$19,000! "Simmons' aggressive branding efforts are bearing fruit with high growth sales. Comparing with year-to-date September 2006 sales, the growth is 20%," confirmed Mr. Teh.

With the year-end approaching, if gift planning is already on your mind, why not have Simmons mattress as a gift for your loved ones? Customers can look forward to Simmons' signature BackCare Original Series promotion islandwide come 8 November 2007. Simmons prides itself in its signature BackCare Original Series and promotion on this series is limited to twice a year. Do not let a good opportunity goes by. Visit Simmons Gallery, Park Mall to check out the new décor or any Simmons Gallery for the BackCare Original Series promotion.

Maker of Beautyrest Black™, Beautyrest®, BackCare® and Connoisseur®, Atlanta-based Simmons Company entered the Singapore market in 1977. In Asia, the license 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.



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