



## **SIMMONS (SOUTHEAST ASIA) PTE LTD**

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### **Set Your Marriage On A Firm Start With The All-New Simmons® Beautyrest® Eternity Mattress, A Mattress Just For The Newly-Weds.**

**Singapore, 7 April 2008**

Simmons launches its all-new Simmons® Beautyrest® Eternity mattress, specially targeted at the newly weds. Research has shown that newly-weds are a core group of Simmons customers and with recent inflationary prices, Simmons has taken the initiative to develop a mattress that meets the needs of the newly-weds in both financial and product performance needs.

Aptly named Simmons® Beautyrest® Eternity, Simmons intends to reiterate the importance of the institution of marriage as a journey of a lifetime and a commitment between two individuals coming together as one regardless of good times or bad and in sickness or in health. Similarly, Simmons® Beautyrest® Eternity mattress is built to last and support you and your partner with undisturbed sleep for a long time to come.

In Simmons, understanding the needs and concerns of customers is one of the top priorities. In the current price-inflated society, with cost of living escalating at an alarming speed, Simmons intends to ease the financial burden of the newly-weds with a economically-priced mattress yet without compromising the quality of the mattress. In addition, Simmons has put in place a 12-month instalment programme to help newly weds better manage their finances at the critical point of their life, i.e. coming together to start a family.

By doing so, Simmons also ensures that the newly-weds, who are also part of society's key social fabric, maintain a restful night's sleep to ensure peak performance at their work the next day. A study done by the AC Nielson in 2001 showed that 57% of professionals, managers, executives and businessmen (PMEBs) in Singapore tossed and turned in their sleep. This is an initial challenge for newly-weds as they come to "sleep together". Newly-weds who are used to sleeping alone will find themselves having disturbed sleep due to the tossing and turning of their partners and thus, affecting their performances the following day. This will not be so if they sleep on a Simmons as Simmons resonates the ultimate Do-Not-Disturb mattress.

The Simmons® Beautyrest® Eternity mattress is made of high-tensile strength steel, barrel-shaped coil pre-compressed for greater resilience and spring effect. Integrated with this patented Simmons® Pocketed Coil® technology, Simmons® Beautyrest® Eternity mattress is able to provide superior motion separation and conformability to your body shape. In addition, as the barrel-shaped coils are waist-joint, newly-weds are assured of no coil friction sound to disturb their sleep. The optimum usage of carbon in the Simmons® Pocketed Coil® means that there is better resilience with less tendency of breakage. With reduced motion transfer, minimised tossing and turning between you and your sleeping partner, and greater resilience, newly-weds can look forward to a restful night's sleep every day after work and to be fully rejuvenated for the next day challenges.

To further indulge the newly-weds, Simmons® Beautyrest® Eternity mattress is equipped Plush top design. It offers additional comfort and a plusher feel, yet maintaining that firm support and foundation for both you and your partner.

The benefits of Simmons® Beautyrest® Eternity mattress are not limited to the physical features. It helps to strengthen the relationship of the couple too. Studies have shown that sharing of household chores such as ironing of clothes or even maintenance of the Simmons® Beautyrest® Eternity mattress enhance the intimacy between the two of you.



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Simmons® Beautyrest® Eternity is truly a mattress to have and to own, from this day onward, for better, for worse, for richer, for poorer, in sickness or in health, to love and to cherish till Eternity.

**The Simmons® Beautyrest® Eternity is exclusively available at all Simmons Gallery located at:**

- The Paragon #04-06/07 Tel: 6734 0660;
- Marina Square #03-341/342 Tel: 6339 7966;
- Park Mall #01-08/09/10 Tel: 6336 4233;
- IMM Building L3-22A Tel: 6565 8311; and
- The Simmons BetterSleep™ at The Furniture Mall #01-20/21 Tel: 6392 0477.

### **Retail Price of Simmons® Beautyrest® Eternity**

Queen - 152cm X 190cm - S\$1,899

King - 182cm X 190cm - S\$2,299

Check with our sales consultants on our in-store 12-month instalment programme. Customers who purchase Simmons® Beautyrest® Eternity mattress with Simmons Foundation Box or Boxspring, enjoy a 20% off from the retail price.

### **ABOUT SIMMONS**

Maker of 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 owned 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. Through its corporate philosophy of Better Sleep Through Science™, Simmons is committed to the relentless pursuit of research and development to design superior quality mattresses and to ultimately deliver better sleep. The Company's commitment to its cause is evident not only in its awareness campaigns to educate Singaporeans on sleep but also in its constant introduction of innovative sleep solutions. These solutions include the Simmons BetterSleep™, Simmons® BackCare® Original Series that champions Better Sleep Better Health™ by harnessing the health benefits of negative ions in some of its models and improve back support by up to 20 percent and the Simmons BackCare Kids™, industry's first juvenile mattress with MoistureBan™ and AllergyCare™ features.

### **Issued By:**

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