



SIMMONS (SOUTHEAST ASIA) PTE LTD

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Simmons' Pillow Talk – Pamper Yourself With The Revolutionary Simmons® Beautyrest® NeckCare Pillow, the one and only pocketed coil pillow in the bedding industry, now dawn a new look.

Singapore, 29 September 2008

Simmons re-launches the Simmons® Beautyrest® NeckCare Pillow, the first and the only pillow that has springs inside. It is unique as it contains 60 individual pocketed coils wrapped with Beautyloft fibre pockets (polyester fibre) that marry strength and durability yet giving a soft and plump feel.

Research has shown that sleepers today are exposed to high stress affecting their sleep quality that might jeopardise their well-being. Most of these sleepers are health conscious and have discerning taste and crave for a good night's sleep that rejuvenates their mind and body.

Simmons re-launches its Simmons® Beautyrest® NeckCare Pillow with a new packaging design to better capture customers' attention so as to meet the society's need for a quality undisturbed sleep. To enjoy a good night's sleep, it is crucial to have the right bed companions. Besides having a good mattress, the pillow is just as important.

Simmons® Beautyrest® NeckCare Pillow with pocketed coils capable of individual movement, adjust and adapt to any head shape, weight and neck movement, providing proper support and spinal alignment without muscle tension and morning aches. This means that people will find the ideal resting posture customised for them.

There are 2.96 gallons of air pockets, which is about 12 litres of air inside each pillow. This means that each time the head exercises pressure on any area of the pillow, air will flow out, releasing heat and moisture and when the pressure ceases, fresh air will flow in. This creates an ideal micro air climate around head and face, which helps to improve sleep quality.

Simmons® Beautyrest® NeckCare Pillow unlike feather and down pillow is permanently soft and plump. It is incredibly sturdy and durable as it has been tested under 50,000 pounding cycles and retain 91% of its volume and 94% of its softness. This means that you do not need to puff your pillow every time you sleep to enjoy the plump and softness of the pillow.

The Simmons® Beautyrest® NeckCare Pillow guarantees ideal spinal alignment for sleepers. It is designed to suit back, side or stomach (front/forward) sleepers as the vary degree of firmness keeps one to stay comfortably cradled in whatever the sleeping position is. One can always fall asleep on the back or side and still find a comfortable spinal alignment.

There are four varying degree of firmness in Simmons® Beautyrest® NeckCare Pillow to suit people of different head shape, weight, built and sleep style. The four level of firmness are NeckCare 1 (Soft), NeckCare 2 (Medium), NeckCare 3 (Firm) and NeckCare 4 (Ultra Firm), generally determined by the density of the Beautyloft fibre. It is a pillow that is customized to suit everyone's preference of comfort, support and sleep style.

Equip with all the essentials to provide a good night's sleep, the revolutionary Simmons® Beautyrest® NeckCare Pillow has become a pioneer of the next generation pillow and will start a new chapter in the history of pillows.



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The Simmons® Beautyrest® NeckCare Pillow 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 #03-04 Tel: 6565 8311; and
- The Simmons BetterSleep™ at The Furniture Mall #01-20/21 Tel: 6392 0477.

Retail Price of Simmons® Beautyrest® NeckCare Pillow

Neck Care 1	(19" x 30")	- S\$189.00
Neck Care 2	(19" x 30")	- S\$199.00
Neck Care 3	(19" x 30")	- S\$209.00
Neck Care 4	(19" x 30")	- S\$239.00

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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