



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

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### **Simmons Appoints Sirius Art As New Advertising & Media Agency.**

**Singapore, 20 February 2009**

Simmons (SEA) Pte Ltd, the renowned US mattress maker has appointed Sirius Art as its new advertising and media-buying agency for Y2009.

Sirius Art will be responsible in creating new creatives for both local and regional markets for Simmons branding. Sirius Art is selected amongst three advertising agencies in a closed-door pitch. "Sirius Art is a strong contender in all aspects, creative, copywriting, team effort and synergy and costs," commented Mr. Casey Teh, Director of Simmons (SEA) Pte Ltd.

Headed by their Managing Director, Mr. Ian Fong, Sirius Art is a 4As accredited advertising agency and certified media buying house, with a 20-member strong team and serves a few notable accounts such as Mount Faber Leisure Group, Swatch, Goldhill Development, Spinelli Coffee, Pico Art International and National Heritage Board.

Simmons also takes this opportunity to thank Ad-Triumph for its marvelous creative and media buying work it has done and contributed to Simmons' growth since end Y2004. "Ad-Triumph has certainly done a great job in growing Simmons business over the last four years. We have journeyed together and we have strong working relationships built. It is sad for us to part with Ad-Triumph but Simmons has to move on to achieve our corporate objectives," added Mr. Teh.

Maker of Beautyrest<sup>®</sup>, BackCare<sup>®</sup> and Connoisseur<sup>™</sup>, 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.

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