



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

BUILT TO RESTORE YOUR BODY, SIMMONS PATENTED 5-ZONED SYSTEM PROVIDES ADVANCED CARE FOR YOUR BACK.

Singapore, 03 June 2009

SINGAPORE, June 03, 2009 – Tired of waking up with a bad back? All you need is Simmons® BackCare® Advanced™ Series mattress with the 5 zones systems that have the ability to greatly reduce spinal stress and achieve optimum spinal alignment while you sleep. Less pressure means less pain!

Simmons patented system of 5 zones coil or 5 zones foam option is meticulously researched and calibrated to match and effectively support the 5 zones of the human body – upper back, lumbar, hips, thighs and lower legs. These 5 body parts are differently weighted and thus require differing amount of support to correspond to each zone. By targeting the different regions of the body, it greatly minimizes the stress on the spine, provides proper spinal alignment and enhances the recuperative value of your sleep.

At the core of each Simmons® BackCare® Advanced™ mattress is the renowned Simmons Pocketed Coil system. The coils are engineered in barrel shape and joined at the waist, thus able to move independently with no friction and sound. This unique system delivers unsurpassed support, maximum conformability to body shape and minimum motion transfer, ensuring undisturbed quality sleep, while caring for your back. Furthermore, Simmons® BackCare® Advanced™ mattress is fitted with the all-new 8-inch coils from Canada for additional resilience and enhanced support.

Simmons® BackCare® Advanced™ Series mattress is treated with Anti-Microbial and AllergyCare™ to ensure that it stays free of dustmites, germs, bacteria and fungus. With Simmons® BackCare® Advanced™ Series mattress, you will wake up everyday feeling refresh and energetic for the next day's challenges.

Retail Price of Simmons® BackCare® Advanced™ S1000

Queen	- 152cm X 190cm	- S\$5,599	Now: \$3,599
King	- 182cm X 190cm	- S\$6,599	Now: \$4,249
American King	- 193cm x 203cm	- S\$6,699	Now: \$4,349

Retail Price of Simmons® BackCare® Advanced™ S3000

Queen	- 152cm X 190cm	- S\$7,399	Now: \$4,699
King	- 182cm X 190cm	- S\$8,399	Now: \$5,349
American King	- 193cm x 203cm	- S\$8,499	Now: \$5,449

For this Great Singapore Sale, you will enjoy up to \$3,050 savings on the Simmons® BackCare® Advanced™ S1000 and S3000. In addition, early delivery (2 months within date of purchase) will entitle you to an additional \$250 off. It is the best time to own a piece of luxury in your bedroom. Simmons, the epitome of luxury sleep, won't you want a piece of luxury sleep that's priceless? Wait no more.



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Visit us at any Simmons Gallery located as follows:

- 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;
- Tampines 1 #04-35 Tel: 6783 6933;
- IMM Building #03-04 Tel: 6565 8311; and
- The Simmons BetterSleep™ at The Furniture Mall #01-20/21 Tel: 6392 0477.

Simmons® BackCare® Advanced™ Series is exclusively available only at all Simmons Gallery.

ABOUT SIMMONS

Maker of Beautyrest®, BackCare® and Connoisseur™, the 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 public listed plastic fastening 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 23 countries in Asia. Simmons (SEA) aims to be the leading bedding company with regional dominance. Simmons (SEA) has stores over eight countries in Asean regions and South-Asia region. Driven by the passion for better sleep, Simmons (SEA) strives to consistently deliver innovative products of premium quality, to provide a unique customer experience and overall total satisfaction to our consumers and continues to be committed to the relentless pursuit of developing superior quality mattresses to ultimately deliver better sleep.

Issued By:

Gio Kuo

Simmons (SEA) Pte Ltd

Tel: 6290 9222

HP: 9742 6947

Email: gjo.kuo@simmons.com.sg

Michelle Anne Ng

Simmons (SEA) Pte Ltd

Tel: 6290 9221

HP: 9674 8961

Email: michelle.ng@simmons.com.sg