



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

SIMMONS PRESENTS THE ALL-NEW SIMMONS® BEAUTYREST® CELESTINE MATTRESS AND THE CELESTINE BEDLINEN COLLECTION THAT MAKE THE BED FEELS SO HEAVENLY

Take home a piece of heaven today and you'll never feel like leaving again.

Singapore, 23 April 2010

Simmons, the epitome of luxury sleep has launched the all-new Simmons® Beautyrest® Celestine Collection that allows you to indulge in a divine sleep luxury right in your very own bedroom. This collection comprised of the new Simmons® Beautyrest® Celestine mattress and perfectly complemented by the Celestine Bedlinen Collection that turns your bedroom into the ultimate suite of elegance and class.

Aptly and divinely named as Simmons® Beautyrest® Celestine, it is a French word to reflect a 'Heavenly' feel. Simmons intends to reiterate the blissful experience of sleeping in a six-star hotel night after night. Simmons understands that everyone loves that memorable hotel sleep experience and wishes to have it in their bedroom. This is why Simmons pampers you with Simmons® Beautyrest® Celestine Collection, an ensemble of Simmons® Beautyrest® Celestine mattress and Celestine Bedlinen Collection.

At the core of every Simmons® Beautyrest® Celestine mattress is the world renowned Simmons® Pocketed Coils® system. The High Profile Pocketed Coil® are engineered in barrel shape, pre-compressed and joined at the waist, thus able to move independently with no friction and sound. This unique system delivers unsurpassed motion separation, maximum support and delivers conformability to body shape, ensuring undisturbed quality sleep. It also provides uninterrupted sleep to you and your sleeping partner, bringing rest and rejuvenation.

Simmons® Beautyrest® Celestine mattress comes with Pocketed Edge Coils to provide firmer seating edge support over a maximized sleep area for your comfort. It is also Non-Flip, hence making it easy to maintain and care for. Above all, Simmons® Beautyrest® Celestine mattress observes high safety standards with its fire-retardant fibres to provide you with a peace of mind and a more restful sleep.

The Celestial experience cannot be complete without the Celestine Bedlinen Collection. Made from the finest high quality White Italian Egyptian Cotton, this elegant and sophisticated collection features rich textures and silky fabric. Recharge yourself at the end of the day with Simmons' extensive collection ranging from duvet covers to plush pillows that **SIMMONS PRESENTS THE ALL-NEW SIMMONS® BEAUTYREST® CELESTINE MATTRESS AND THE CELESTINE BEDLINEN COLLECTION THAT MAKE THE BED FEELS SO HEAVENLY** are so luxuriously soft and smooth. It is also durable and has the ability to remain pleasant to touch even after repeated washing.

"A good sleeping experience not only solely depends on the mattress you sleep on, but it is also dependable on the whole ensemble of mattress, pillows, bedding accessories, right down to bedlinens to complete the experience. With Simmons® Beautyrest® Celestine Collection, you will be able to enjoy the luxurious six-star hotel sleep experience night after night. Bringing home that memorable hotel sleep experience is no longer a dream but a reality. It's a bed that feels like heaven," quipped Mr. Casey Teh, Director of Simmons (S.E.A) Pte Ltd.



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

Retail price of Simmons® Beautyrest® Celestine mattress ranges from \$4,599 to \$5,999. It comes in Queen, King and U.S King. Celestine Bedlinen Collection, made of 100% Italian Egyptian Cotton, with 465 Thread counts per 10cm square is available in Pillowcase, Pillow Shams, Fitted Sheets, Flat Sheets and Quilt Covers. Price for Celestine Bedlinen Collection ranges from \$85 to \$730. The entire collection is exclusively available at Simmons Gallery:

- The Paragon #04-06 Tel: 6734 0660;
- Marina Square #03-341 Tel: 6339 7966;
- Park Mall #01-08 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 Tel: 6392 0477.

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 23 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 also in the hospitality industry with Simmons having the exclusive rights to the production of mattress and boxspring for the Heavenly Bed in the US. Simmons (SEA) has also provided Raffles, The Plaza (then Westin Plaza) with the Heavenly Bed and the recent integrated resort, Resorts World Sentosa Singapore.

Issued By:

Gio Kuo

Simmons (SEA) Pte Ltd

Tel: 6290 9222

HP: 9742 6947

Email: gio.kuo@simmons.com.sg

Michelle Anne Ng

Simmons (SEA) Pte Ltd

Tel: 6290 9221

HP: 9674 8961

Email: michelle.ng@simmons.com.sg