



SIMMONS (SOUTHEAST ASIA) PRIVATE LIMITED  
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# NEWS RELEASE

***From Indulgence to Ultimate – Simmons® recharges the Beautyrest Black® Series  
 with two brand new models.***

**Embargoed till 20<sup>th</sup> April 2013, Singapore** – Simmons® Beautyrest Black® series defines a world of sleep where sumptuous comfort and unparalleled support are in perfect harmony – truly the epitome of indulgence and fine living. Today, Simmons® is proud to introduce two brand new models to join the ranks of the Beautyrest Black® Series - Simmons® Beautyrest Black® Sandrina Lush and Simmons® Beautyrest Black Beyond™ Seduction Lush.

Details are what define the exceptional. The new Beautyrest Black® mattresses are made from the finest materials, hand-selected and perfectly tailored. Generous layers of gentle AirCool® Memory Foam and our newest innovative foam designs ensure the ultimate in luxury and performance. And a complete assortment of sumptuous, yet supportive pillow tops makes the sleep experience unforgettable.

Mr. Casey Teh, Managing Director of Simmons (SEA) Pte Ltd commented, “Shopping for mattress is no longer a need but a want in the discerning and sophisticated consumers group. Beautyrest Black addresses such a want for consumers to aspire to owning it in their bedroom for them to luxuriate in. It is a statement. It is a lifestyle that defines quality sleep. Hence, the two new Beautyrest Black® models, the most luxurious and distinctive bed in the entire Beautyrest Black® line, are designed to meet consumers’ desires and wants. Pushing detail boundaries and coupled with the revolutionary Recharge™ Sleep System, the new mattresses are unmatched in indulgent luxury. These are beds you might wait to attain, and then never wish to let go.”

The new Recharge™ Sleep System with its three main components, of AirCool™ Memory Foam, Independent Support™ Technology and AirCool™ Design dance delicately in unison for a promise of the most recharging sleep ever. Gentle AirCool® Memory Foam and our newest foam designs ensure the ultimate in luxury and performance. Alternating layers of Beautyrest® Smart Response® and the Advanced Pocketed Coil® springs combine two sophisticated technologies to create a progressive level of personalized back support. The Beautyrest Recharge Technology provides superior freedom of movement and pressure point relief, promoting Proper Sleeping Posture™ all night long. And to ensure a cooler, more comfortable sleep, our

AirCool™



design helps

LIVING LIFE FULLY CHARGED™



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to dissipate heat and deliver improved airflow. (More in factsheet 1)

*Beautyrest* BackCare

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“All of these elements work in concert to deliver a sleep experience like none you’ve experienced before. It’s more than just a great night’s sleep, it’s you ready to Live Life Fully Charged.” said Mr. Casey Teh.

The Beautyrest Black® Sandrina Lush is available in King and USA King sizes and retails from \$15,000. The Beautyrest Black Beyond™ Seduction Lush is available in USA King size only and retails at \$30,500. Both models are exclusively available at Simmons Gallery:

- Paragon, #04-06 Tel: 6734 0660
- Park Mall, #01-08 Tel: 6336 4233
- Marina Square, #03-341 Tel: 6339 7966
- Tampines 1, #04-35 Tel: 6783 6933
- IMM, #04-35 Tel: 6783 6933
- The Furniture Mall, #01-05 Tel: 6392 0477

**### End ###**

**About Simmons (SEA) Pte Ltd**

Atlanta-based Simmons Bedding Company is one of the world's largest mattress producers with more than 140 years heritage. Maker of Beautyrest®, Beautyrest Black®, BackCare® and Connoisseur™, among others, and preferred hospitality partner amongst world-renowned hoteliers, which include Westin Hotels, Starwood Group of Hotels, Resorts World Sentosa and Shangri-la hotels, Simmons is committed to constantly research, develop and create better beds to deliver better sleep. It is Simmons' goal to work continually with medical and industry experts to educate the public on the importance of quality sleep and the impact that a lack of it can have on our lives. Simmons is committed to developing superior mattresses to promote a higher-quality sleep, helping ensure consumers around the world are truly Living Life Fully Charged™.

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1

*Beautyrest* *BackCare*

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