



SIMMONS (SOUTHEAST ASIA) PRIVATE LIMITED

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NEWS RELEASE

IN CELEBRATION WITH WORLD SLEEP DAY, SIMMONS ANNOUNCES ITS NEW RECHARGE™ SLEEP SYSTEM - NEW BEAUTYREST® TRUENERGY™ AND COMFORPEDIC® FROM BEAUTYREST®

Singapore, 15 March 2013 – In-line with World Sleep Day, Simmons announces its two new revolutionary mattresses, Beautyrest® TruEnergy™ and Comforpedic® from Beautyrest®. As part of the new Beautyrest® Recharge™ Sleep System, it further enhances Simmons' focus on technological innovation to deliver the best sleep experience, to ultimately revitalize and recharge you.

Combining three cutting-edge technologies, AirCool™ Memory Foam, Independent Support Technology and Simmons' proprietary AirCool™ Design. The Beautyrest® Recharge™ Sleep System focuses on providing your body maximum support and ultimate comfort so that you can wake up Living Life Fully Charged™.

The AirCool™ Memory Foam has open cell structure and conforms to your body, while offering superior pressure-point relief and freedom of movement. Selected models offer GelTouch™ for added pressure relief. The GelTouch™ rests atop the hundreds of sculpted cushions to better respond to your body. The proprietary AirCool™ Design enhances airflow and dissipates heat to help keep you at your ideal sleeping temperature, hence enabling you to have a good rest.

The Independent Support™ Technology is another key benefit that provides personalised back support and spinal alignment. This technology comes in two forms: ComforPedic® from Beautyrest®, an all-foam mattress, features hundreds of sculpted cushions responding independently to movements for personalized support; and Beautyrest® TruEnergy™, featuring the dual action Smart Response™ Independent Support™ Technology. This Smart Response™ Independent Support™ Technology combines the Smart Response™ Pocketed Coil and the legendary Original Simmons® Pocketed Coil®. It is designed to enhance conformability and yet provide progressive levels of personalised independent back support. It also boasts fine details such as a tapered coil top which offer primary comfort and contouring, while a barrel-shaped lower section provides personalized support and higher resilience in coil strength.

Beautyrest ¹ *BackCare*

LIVING LIFE FULLY CHARGED™



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The Beautyrest® Recharge™ Sleep System is visually attractive. Made up of an Evenloft™ surface, a knit cover which lightly stretches to conform to the body, matched with AirCool™ BeautyEdge® Foam encasement, it enhances airflow through the mattress and offers support and stability right to the edge. Surrounding the mattress is the AirCool™ Mesh Border Fabric with Breathable Surround, a high-tech mesh fabric which further augments breathability and airflow. (More information on Fact Sheet 1)

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“Simmons is excited to roll-out our new Beautyrest® Recharge™ Sleep System. What more to announce it on World Sleep Day, where we want to create an awareness on the importance to sleep. All elements in the Beautyrest® Recharge™ Sleep System work in concert to deliver an awesome sleep experience like none you’ve experienced before. The iconic Beautyrest® brand is also given a breadth of freshness with new logo and a new colour. The blue used denotes trust where consumers can trust on getting their beauty rest and truly live their lives fully charged.” Ms Michelle Anne Ng, Marketing Manager of Simmons (SEA) Pte Ltd quipped.

Available in Queen, King and USA King sizes, the Beautyrest® TruEnergy™ has two models, Celaeno and Czarina. Prices of Beautyrest® TruEnergy™ mattress retails from S\$8,399 to S\$12,399. For ComforPedic® from Beautyrest®, it is only available in USA King size. The two models for ComforPedic® from Beautyrest® are Vibrant, retails at S\$9,799; and Elixir, retails at S\$12,599.

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™.

Beautyrest 2 *BackCare*

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