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NEWS RELEASE

**Charge up your nights with first-class sleep with
Simmons' Breathable Mattress, Beautyrest® Recharge Series.**
Sleep just gets better as you Live Life Fully Charged.

Embargoed till Singapore, 12th October 2013 – Dubbed as the breathable mattress, Simmons latest innovation - the Beautyrest® Recharge Series, delivers beyond the expectations of customers by offering both the needed support and the deserved comfort. Consumers in Singapore now can say goodbye to humid nights as the unique foams, gels and design in the Simmons® Beautyrest® Recharge Series adhere to each individual's ideal body temperature, thus allowing them to have a cool, comfortable sleep throughout the night.

“We aim to provide only the best for our consumers and their priority is of our number one concern. Understanding their needs and wants comes into focus”, Mr Casey Teh, Managing Director of Simmons (SEA) Pte Ltd said. With the society constantly moving on the fast lane, sleep does not come easy to a select group. Therefore, Simmons has presented a solution. Recharging sleep comes from the perfect combination of conforming back support and temperature control found in all-new Beautyrest® Recharge Series. With the introduction of three new classic models, one hotel collection model and one World Class Series, all fully imported from the US, the Beautyrest® Recharge Series offers consumers an array of choices.

The aesthetics of the Beautyrest® Recharge Series are a sight to behold and its names aptly crafted. Be it *Affection*, *Innocence* or *Intimate*, each model comes in different topper finish, ranging from Plush-top to Super Pillow-top. Amongst them, is Simmons' beloved hotel-inspired, Beautyrest® Celestine Plush Pillow Top mattress. “As consumers get more well-heeled and travelled, there is an increasing demand for hotel beds in many households,” confirmed Mr. Teh. For consumers where money is no subject, the Recharge World Class Series – Grandeur Plush Super Pillow-top offers consumers the crème-de-la-crème sleep, plusher comfort with a thick super pillow top.

Featuring the patented Original Beautyrest® Pocketed Coils®, AirCool® Foam and TruTemp™ Gel, sleep has never been this easy. The Beautyrest® Pocketed Coil has a ‘Do-Not-Disturb’ body contouring feature that minimizes motion transfer. Coupled with the all- new AirCool® Foam and TruTemp™ Gel, it provides consumers with an ideal sleeping temperature as it promotes pressure relief and freedom of movement. The TruTemp™ Gel also absorbs, stores and releases excess warmth to keep the individual in a comfortable temperature zone.

(Page 2) Charge up your nights with first-class sleep with Simmons' Breathable Mattress, Beautyrest® Recharge Series



LIVING LIFE FULLY CHARGED™



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With a ventilated foam edge for enhanced airflow, the AirCool® Design helps to dissipate heat and provides comfort all the way to the edge. The unique mesh fabric also helps with breathability – keeping the individual at a restful temperature throughout the night.

“Since the start of Y2013, Simmons has been advocating Living Life Fully Charged™ through good sleep. We are continuing with our message to ensure Singapore is a nation of well-rested people, and has a productive workforce. A better night’s sleep means that you not only sleep well but also boost one’s energy level to live life fully charged the next day,” Mr Teh said.

Available in Queen and King Sizes, and retailing from S\$4999, the Beautyrest® Recharge Series is available in all Simmons Galleries, major department stores and Simmons authorized dealers. Exclusive to Simmons Galleries, the Beautyrest® Celestine Plush Pillow Top is available in Queen, King, King Long and USA King sizes and retailing from S\$6,399. Retailing from S\$10,300, the Beautyrest® Recharge World Class Series is available in Queen, King and USA King sizes.

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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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