



SIMMONS (SOUTHEAST ASIA) PRIVATE LIMITED

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NEWS RELEASE

Simmons brings a Flow of Fresh Air and a Silver Touch of Comfort this Food & Hotel Asia 2014 at Booth 5E1-12.

Singapore, Embargoed till 8 April 2014 – Simmons brings a flow of fresh air and a silver touch of comfort this Food & Hotel Asia (FHA) 2014 at Booth 5E1-12. Create the ideal hotel-stay experience from beginning to end with Simmons launch of two mattresses with All-New fabrics, FLOW and Argentum+. It is that silver lining to rest assured of cool comfort throughout the night.

FLOW is hoteliers' key to keeping their guests sleeping environment clean and fresh, void of moulds and bacteria. It combines ventilation, comfort and design all into one. The ingenious technique of combining both the macro and micro ventilation results in temperature control, moisture management and breathability which leave the individual with a lingering feeling of freshness. Coupled with the exquisite details of the Ventus fabric, guests can enjoy a combination of freshness and support. This is due to the use of high quality microfilaments which assists in keeping the fabric at the ideal sleeping temperature by evacuating moisture. Hoteliers can thus benefit from having an easier maintenance with cleaner mattresses even though the room turnover rate is high. Guests are assured of a fresh, hygienic and sterile mattress.

For that ideal cool and dry environment for comfortable nights, Simmons Argentum+ mattress will do just the trick. Silver ions are used in the revolutionary technology, keeping the mattress fresh and antibacterial. Silver, a natural component, benefits both hoteliers and their guests as it provides long lasting natural hygiene and freshness to sleeping comfort. It also gives hoteliers a lower care maintenance for the mattresses. Featuring the latest Cool-Down Technology, it focuses on controlling moisture management with the aid of hydrophilic properties to swiftly absorb excessive moisture, such as perspiration. It is truly a silver touch of comfort as Argentum+ mattress also ensures the soft caress of the quality fabric night after night.

Be the first to Live Life Fully Charged and experience the FLOW and Argentum+ mattresses at the Simmons Resort-themed FHA Booth 5E1-12.

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LIVING LIFE FULLY CHARGED™



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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™.

Simmons (SEA) Pte Ltd

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Beautyrest

BackCare®

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