



SIMMONS (SOUTHEAST ASIA) PRIVATE LIMITED

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NEWS RELEASE

Crafted for leaders by leaders, Simmons launches GSS Campaign 'For Leaders Who Stood the Test of Time' to commemorate the leaders of the past, present and future.

24 May 2019, Singapore - Singapore celebrates 200 years, while similarly, Simmons celebrates the build-up to its 150 years. In line with Singapore's Bicentennial theme, Simmons too celebrates the rich history and experiences that was amassed throughout the years. With Simmons' GSS campaign theme of 'For Leaders Who Stood the Test of Time', Simmons aims to honour these leaders who strongly believed and advocated Sleep and were proponents of Simmons mattresses.

Over the years, multiple luminaries and leaders spoke up, and believed in the same ideology as Simmons – that sleep is essential in order to bring about peak performance. Some notable names include Thomas Edison, Henry Ford, Eleanor Roosevelt, George Bernard Shaw, H.G. Wells and Empress Dowager Cixi, to name a few. These leaders linked sleep to being a core contributor that supported their endeavours. With one thing in common, all believed in the effects of a good night's sleep and the benefits it brings, testifying to Simmons' credibility.

The Simmons brand itself has also come a long way. Since 1870, Simmons has grown from a factory producing woven-wire mattresses to creating the revolutionary Simmons Original Pocketed Coil in 1925, which took the industry by storm. Today, Simmons is proudly seen in five and six star hotels, and continues to take the lead in bringing quality sleep to consumers all around the world.

"We definitely agree on the importance of sleep – and hence the constant quest for innovation in perfecting the pure art and science of the Simmons technology. With 149 years and counting, Simmons continues to prove its mettle, establishing itself as brand leaders that have, and will continue to, stand the test of time." Ms Michelle Anne Ng, Senior Marketing Manager of Simmons (SEA) Pte Ltd commented.

This GSS, Simmons is pleased to collaborate with a brand leader in its industry - OSIM. Simmons is offering customers an attractive promotion of 'Up to 33% off on Simmons Mattresses'. On top of that, customers can enjoy Double Purchase-With-Purchase Specials on mattresses/ bedframes and also get the OSIM uStiletto Leg Massager (worth \$599) at \$200 each.



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Ms Ng added "We are using the pun of 'Stood' and 'Time' to marry two brand leaders Simmons and OSIM. Candidly, we are telling our customers that we are offering this leg massager at more than half the retail price when they buy a Simmons mattress, for standing with their loved ones through time and their journeys in life. May is also the month we celebrate Mother's Day, while June is a month we celebrate Father's Day, so it is very apt we launch the campaign "For Leaders Who Stood the Test of Time", where customers can honour their parents or people who play a significant role in their life as a gift of appreciation."

The GSS promotion is applicable to Simmons generic models* and available island-wide at all Simmons Gallery, Simmons Studio, Department stores and Authorised Dealers.

*Generic models listed in the Annex.

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About Simmons (SEA) Pte Ltd

Simmons is one of the world's largest mattress producers with more than 148 years of heritage. Maker of Beautyrest®, Beautyrest Black® and BackCare® mattresses, Simmons is also the preferred hospitality partner amongst world-renowned hoteliers, which include Westin Hotels, Marriot International Group of Hotels, Marina Bay Sands, Shangri-la hotels and Frasers Hospitality Group.

In Asia, the license to manufacture and distribute Simmons products is owned by Simmons Co. Ltd. Japan, a subsidiary of Nifco Inc., a plastic fastening company which is listed on the Tokyo Stock Exchange with a diverse business portfolio, including the Japan Times. Simmons Co. Ltd. Japan owns the perpetual licence to 23 countries in Asia, including Singapore. Simmons edged its presence in Singapore in 1977 and in 1993, Simmons (SEA) was set up.

Simmons is committed to developing superior mattresses to promote 8 hours of high performance sleep for our consumers. Because with Simmons Beautyrest innovations and technology, Sleep Performance is the New Performance.

Simmons (SEA) Pte Ltd

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