



SIMMONS (SOUTHEAST ASIA) PTE LTD

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SIMMONS CELEBRATES 85 YEARS OF FLAGSHIP BRAND, BEAUTYREST® WITH ITS ALL-NEW REDESIGNED BEAUTYREST®, SET TO WOW CONSUMERS.

Simmons also showcases Beautyrest® Super Pocketed Coil® springs and debuts a broad range of feel and comfort with its comfort and aesthetic advancements through BeautyStyle™ and BeautyFeel™

30 October 2010

Y2010 is the year Simmons celebrates the 85th anniversary of its flagship Beautyrest® brand. In conjunction with the celebration, Simmons completely redesigned the Beautyrest® mattress to give it a stunning new look that is set to wow consumers when they set eyes on it. As Mr. Casey Teh, Director of Simmons (SEA) Pte Ltd puts it, "The new Beautyrest® 2010 is truly refreshing in its look. We are confident consumers will be wow by its design as much as we are."

The new Beautyrest® 2010 mattress offers individually encased Beautyrest® Super Pocketed Coil® springs featuring new BeautyPlush™, BeautyFirm™ and BeautyLuxeFirm™ comfort choices for unsurpassed motion separation, conformability, support and durability. The new construction designs offer unique BeautyFeel™ comfort allowing Beautyrest® 2010 to offer the broadest range of unique feels in the industry. "With more comfort choices, consumers will have more options to choose within the Beautyrest® range," added Mr. Teh. In addition, the Beautyrest® 2010 new BeautyStyle™ aesthetics feature luxurious fabrics and enhanced visual appeal that is stunningly exciting and refreshing and the first-of-its-kind in the local mattress industry.

From firm to plush, tight top to pillow top, the new Beautyrest® 2010 mattress collection offers consumers a full range of values and technologies. Using unique types of comfort layers and support foams, every mattress is scientifically engineered to enhance the inherent qualities of Beautyrest® Super Pocketed Coil® springs. BeautyStyle™ mattress aesthetics create eye-catching consumer appeal, while BeautyFeel™ provides consumers with the unique comfort that comes from sleeping on a new Beautyrest® mattress.

"The new Beautyrest® 2010 is carefully designed by Simmons USA to leverage the hallmarks of the brand, which include unparalleled motion separation, durability, conformability and support, while enhancing a consumer's sleep experience through BeautyFeel™ comfort. The combination of performance benefits from the Beautyrest® Super Pocketed Coil® springs, consumer-driven style and the broadest range of comfort choices in our 85-year history allows Simmons to say 'It's not just sleep, it's Beautyrest™'," reiterated Mr. Teh.

Simmons is promoting the new Beautyrest® 2010 with significant marketing support, including tvc advertising from mid-October onwards on TV 5 followed by TV 8 via sponsorship of Desperate Housewives 6 and Home Makeover respectively. An array of patent-pending point-of-sale materials, online and edm promotions and public relations activities are included in the plan for creating the hype. The new tagline, "It's not just sleep, it's Beautyrest™" will roll out across all communications platforms.

The new Beautyrest® 2010 is available in Singapore in two categories namely:



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- **Beautyrest® Classic** - features the unique comfort and support of 800 density Beautyrest® Super Pocketed Coil® springs, redesigned BeautyStyle™ luxury fabrics and aesthetics and the Mega Coil Edge System for an edge-to-edge sleeping surface. Selected models include memory foam for enhanced comfort and support. Available in Queen, King and US King sizes, Simmons® Beautyrest® Classic has three models, Attraction, Passion and Obsession. The approximate height for all three models is 30.5cm, 30.5cm and 33cm respectively. Retail price of Simmons® Beautyrest® Classic ranges from \$4,599 to \$5,899. The Simmons® Beautyrest® Classic is available at all Simmons Gallery, leading department stores and Simmons authorized dealers. Refer to Factsheet 1: Store Locators.
- **Beautyrest® World Class®** - features new 1,000 density Beautyrest® Super Pocketed Coil® springs and BeautyEdge® Foam Encasement with QuantumLock™ for foam rail integrity and sleeping comfort right to the edge. Luxurious BeautyStyle™ fabrics and aesthetics create compelling visual appeal, while AirFeel™ quilting foam amplifies the inherent comfort of the Pocketed Coil® springs in many models. Premium quality foams include new Progressive Support Latex which is available on Beautyrest® World Class® Renaissance to enhance comfort, conformability and support. The new Beautyrest® World Class® features patent-pending Transflexion™, a comfort technology used to ensure the mattress feels as great at home as it did when a consumer tried it in the store. The Simmons® Beautyrest® World Class model, Renaissance boasts a height of 41cm and is retailing from \$9,599 to \$10,899. It is available in Queen, King and US King sizes.

85 Years of Beautyrest® Heritage and Innovation

Beautyrest® Pocketed Coil® springs are an innovation first mass-produced by Simmons in 1925. Unlike wire-tied springs in ordinary mattresses, Beautyrest® Pocketed Coil® springs are not joined at the top or bottom. Instead, high carbon steel springs are pre-compressed and placed in durable, non-allergenic fabric encasements. This design allows the Beautyrest® Pocketed Coil® springs to adjust individually to the weight and contour of the body. Since adjacent springs aren't tied together, there's no chain reaction of movement when turning or moving during the night.

Simmons' history dates back to its 1870 founding in Kenosha, Wis., and materials from the company are part of the advertising collections at the Smithsonian's National Museum of American History in Washington, D.C. Advertising campaigns for Beautyrest® throughout the 1920's featured notables such as Eleanor Roosevelt, Henry Ford, H.G. Wells and Thomas Edison to name a few. To view a complete timeline of the Company's history, visit <http://www.simmons.com.sg/history1.htm>

About Simmons (SEA) Pte Ltd

Maker of Beautyrest®, Beautyrest Black®, BackCare® and Connoisseur™ amongst others, the Atlanta-based Simmons Company entered the Singapore market in 1977. Simmons (SEA) Pte Ltd, set up in 1993 aims to be the leading bedding company with regional dominance. Simmons (SEA) has stores over eight countries in Asean regions and South-Asia region. Driven by the passion for better sleep, Simmons (SEA) strives to consistently deliver innovative products of premium quality, to provide a unique customer experience and overall total satisfaction to our consumers. Simmons (SEA) also aims to work continually with medical and industry experts to educate public on importance of quality sleep and the impact



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that a lack of it can have on our lives. In Asia, the license to manufacture, distribute and market Simmons is owned by Simmons Japan Co., the headquarters to 23 countries across Asia. Simmons Japan is a full subsidiary of Nifco Inc, a public listed plastic fastening company headquartered in Japan with a diverse business portfolio. Simmons (SEA) Pte Ltd reports to Simmons Japan directly.

About Simmons Bedding Company (USA)

Atlanta-based Simmons Bedding Company is one of the world's largest mattress manufacturers, manufacturing and marketing a broad range of products including Beautyrest®, Beautyrest Black®, Beautyrest® NxG®, Beautyrest Studio™, BeautySleep®, ComforPedic by Simmons™, Natural Care® and Beautyrest Beginnings™. Simmons Bedding operates 19 conventional bedding manufacturing facilities and one juvenile bedding manufacturing facility across the United States, Canada and Puerto Rico. Simmons Bedding also serves as a key supplier of beds to many of the world's leading hotel groups and resort properties. Simmons Bedding is committed to developing superior mattresses and promoting a higher quality sleep for consumers around the world.

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