



SIMMONS (SOUTHEAST ASIA) PRIVATE LIMITED

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NEWS RELEASE

Simmons introduces the first-of-its-kind Micro Diamond™ Infused mattress to luxe line, Beautyrest Black®, allowing you to Dream in Black™.

Embargoed till 6 May 2015, Singapore - Simmons introduces the first-of-its-kind Micro Diamond™ Infused mattress to luxe line, Beautyrest Black®, allowing you to Dream in Black®. Marrying luxury and technology, Simmons® Beautyrest Black® Series is designed to transform your everyday sleep to the extraordinary.

Designed to pamper, yet deliver undisturbed sleep, the Simmons® Beautyrest Black® mattress features its first revolutionary Micro Diamond™ Infused AirCool® Memory Foam. It draws on the conductive properties of diamonds, crafting the ultimate cool and luxurious sleeping experience.

"Defining the true meaning of opulence, Simmons exceptional and latest advancements create an extraordinary sleeping experience with its conforming back support and ideal temperature management. Drawing on the literal meaning of luxury, selected Beautyrest® Black models feature infused micro diamonds, bringing about the most luxurious and rejuvenating sleep that can only be experienced with Simmons® Beautyrest Black®." Mr Casey Teh, Managing Director of Simmons (SEA) Pte Ltd commented.

To add more luxe to the ensemble, the Simmons® Beautyrest Black® Series are built to provide exceptional conforming back support and pressure relief. Featuring the legendary Beautyrest® Advance Pocketed Coil® technology with its exclusive triple-wired pocketed coils, it provides enhanced strength, durability and brilliant conformability.

Coupled with the patent-pending Sleep Climate™ Surface technology, the TENCEL® fibers located just beneath the fabric helps to dissipate body heat away from the sleeping surface, keeping the sleeper cool even on warm nights. The Simmons®



LIVING LIFE FULLY CHARGED™



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Beautyrest Black® Series is completed with elegant modal yarn to help one achieve ideal sleeping temperature throughout the night.

“Sleep is the ultimate luxury in today’s modern, fast-paced society. The Simmons® Beautyrest Black® Series delivers modern luxury and power performance especially for the well-heeled, well-travelled business executives, professionals, manager and businessmen. It delivers the quality sleep needed for optimal focus and performance.” Mr Teh added.

Fully imported from Simmons USA, Simmons® Beautyrest Black® Series retails from S\$20,000 to S\$36,900 and is available in King, King-Long and USA King sizes. The three models in the Simmons® Beautyrest Black® Series are Luminance, Clariance and Scintillance. They are exclusively available at all Simmons Gallery.

- Paragon, #04-06 Tel: 6734 0660
- Park Mall, #01-08 Tel: 6336 4233
- Marina Square, #03-341 Tel: 6339 7966
- Tampines 1, #04-35 Tel: 6783 6933
- IMM, #03-04 Tel: 6565 8311
- The Furniture Mall, #01-05 Tel: 6392 0477

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® and BackCare®, and also the 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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