



SIMMONS (SOUTHEAST ASIA) PRIVATE LIMITED

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NEWS RELEASE

Placing the literal meaning of beauty into beautyrest, Simmons introduces the first-of-its-kind, The Ladies' Mattress with Silk Protein and MoistureSkin for the truly deserving lady.

Singapore, Embargoed till 18 October 2015 – Renowned for its technological innovations, Simmons, the World's Leading Premium Mattress Brand introduces the first-ever of its kind in Singapore, the Ladies' Mattress. Designed and suited to pamper the women of today, Simmons® Beautyrest® Ladies Desire is sure to bring about just the right amount of comfort and support to create that refreshing night's beauty sleep for every lady.

Conceptualizing the idea from indulging each lady with their private sanctuary through a mattress one could truly call her own; Simmons thus offers ladies the chance to possess their personal, divine bed. Simmons® Beautyrest® Ladies Desire is equipped with skin-care benefits to allow the lady rejuvenating beauty rest even while sleeping.

"Simmons has taken into consideration that amidst the busy lifestyles, sleep is still the most powerful in recharging and rejuvenating an individual. We have thus come up with a winning solution from combining both beauty and sleep, crafting the ultimate beauty rest for the deserving lady." Mr Casey Teh, Managing Director of Simmons (SEA) Pte Ltd commented.

Through the intricately crafted fabric material used for the finishing in the mattress, the sleeping surface is equipped with Silk Protein and MoistureSkin. Silk Protein enables skin cells to regenerate, giving a vibrant tone to your skin and makes your hair and nails look healthy and beautiful. Coupled with MoistureSkin which has Vitamin E properties, it acts as an excellent moisturizer that protects the skin from premature aging, providing a young, healthy and vital look for the individual.

Attractive and a sight to behold, Simmons® Beautyrest® Ladies Desire boasts of exceptional finer details in the design, capturing attention even at first glance. The Super Pillow-top furnishing creates a soft and plush sleeping experience for the sleeping lady.

Simmons® Beautyrest® Ladies Desire is available in Queen and King Sizes and retails from S\$5,399.



LIVING LIFE FULLY CHARGED™



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It is exclusively available in all Simmons Gallery:

- ❖ 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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