



SIMMONS (SOUTHEAST ASIA) PTE LTD

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Revolutionary Simmons® BackCare® Ultimate™ Series

Boosts Sleep By Reducing Back Pain By Up To 33%

SINGAPORE, SEPTEMBER 20, 2000

Sleep well and live well. Simmons, the world's leading mattress and bedding manufacturer, has once again demonstrated itself as a leader with the launch of the revolutionary Simmons® BackCare® Ultimate™ & Ultimate Supreme™ in Singapore.

A seamless synergy of beauty, science and technology, the Simmons® BackCare® Ultimate™ series is ergonomically designed with a five-zone support system to align the spine in its natural position. Together with a unique plush quilting design, the BackCare® Ultimate™ series aims to promote a more restful sleep for the consumers.

"The lack of spinal support during sleep is a key source of physical stress that causes not only back pain but interrupted sleep, which undermines a person's productivity, alertness, psychological mood, creativity and quality of life. Simmons® BackCare® Ultimate™ series boasts contours that maintain the spine's natural s-shape during sleep with extra support at the upper and lower back, as well as the thighs and lower leg region, which allow one to rest better," said Mr Michael Koo, Managing Director, Simmons (Southeast Asia) Pte Ltd.

He further added, "To deliver quality sleep, we have specially selected the best quality fabrics from Belgium for the quilt, chose the finest infill materials made in the United States and finished the product in Canada by some of the most highly skilled craftsmen. If you look at the BackCare® Ultimate™ series, you will notice that it boasts a unique zoned quilting pattern and the finishing touches are unmistakably Simmons."

BackCare® Ultimate™ series' users in the US have reported 33% reduction in the frequency and severity of back pain and stiffness in the morning. The proper spinal support complements with a unique plush surface puts the body at ease, allowing back muscles to relax during the night, which in turn allows the body to heal and repair itself at the regeneration stage of sleep, thus making slumber more satisfying. "Simmons® BackCare® Ultimate™ series' users will feel rejuvenated and more ready for the day's challenges," added Mr Koo.

According to Dr James Maas, Professor of Psychology at Cornell University, author of the international bestseller, *Power Sleep* and a consultant with Simmons, waking up feeling tired would mean that one has yet to achieve deep sleep or Delta sleep, the quality rest required to restore the body's energy and prepare the mind for peak performance when the morning comes.

With an urban lifestyle, many of us experience interrupted sleep which Dr Maas attributes to the following factors - mental stress, an active night life, poor diet and lack of exercise, tossing and turning and physical stress caused by undesirable sleeping conditions. At least, the latter two can be alleviated by choosing the right mattress.

"At Simmons, we recognise that we cannot help people get more sleep, but we believe that we can improve the quality of their sleep through our research, innovation and design. With the new BackCare® Ultimate™ series, we pride ourselves in not only delivering better sleep but boosting the general well-being of Singaporeans as peak performers for tomorrow's challenges," enthused Mr Koo.



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Simmons® BackCare® Ultimate™ & Ultimate Supreme™ are the only two sleep system endorsed by the National Foundation for Spinal Health, Ltd in the United States of America. The patented technology of the Pocketed Coil™ involves compressing and "power-packing" high-tensile strength and heavier gauge steel wire into 7" individual pockets. A sculpted 1.5" anatomic foam is used for additional cushioning to reduce surface pressure while providing proper spinal alignment.

Mr Koo concludes, "As leader in the business, we aim to continuously support the relentless research on sleep deprivation and deliver non-medical therapy by promising better sleep with better quality beds that are uniquely Simmons. The Simmons mattress is tested to increase your deep sleep by about 20 percent. So, if you want to have a better quality life and live longer, you have to sleep on a Simmons."

Simmons® BackCare® Ultimate™ & Ultimate Supreme™ mattresses are available at Simmons Galleries located at Paragon, Great World City, Stamford House, IMM Building and The Furniture Mall (see attached list for addresses) from September 21. They are available in super single, queen and king sizes and are retailing from S\$1,800 to S\$2,900 (see attached price list).

Issued on behalf of:

Simmons (Southeast Asia) Pte Ltd

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