



SIMMONS (SOUTHEAST ASIA) PTE LTD

100 Beach Road #14-07 Shaw Tower Singapore 189702

Tel: 6294 2278 **Fax:** 6293 0002 **email** simmons.sea@simmons.com.sg

www.simmons.com.sg Co. Reg. No.: 199303272D

Simmons Launches New Comprehensive Web-Site To Provide Quality Sleep Information

SINGAPORE, August 13, 2001

In its continual effort to help you achieve quality sleep to meet the challenges of the next day, Simmons (Southeast Asia) Pte Ltd, the leading mattress and bedding company, has launched its new and comprehensive web-site.

Registered as www.simmons.com.sg, the web-site boasts a new look and a wealth of information to satisfy diverse needs.

For your convenience, the web-site provides quick yet informative references on Simmons' products. Detailed information on the wide range, dimensions and prices are available on Simmons mattresses including the renowned Beautyrest[®], BackCare[®] and exclusive made-to-order customised range. You can also obtain useful information on bedding accessories like the Erkornes[®] range of Stressless[®] recliners, a whole range of traditional, contemporary and exclusive Ruf Betten bedframes, luxurious bed sheets, pillows and night tables to complement your purchase.

More uniquely, the web-site is home to the Simmons Sleep Council, which provides you with advice on selecting mattresses and bedding accessories best suited to your needs.

This navigation channel educates Singaporeans on the different coil constructions, the importance of coil counts in a mattress and the key pitfalls to note when selecting a mattress. It also provides tips on how a mattress should be "test-driven" in order to determine its comfort level and suitability before purchase.

"Very often, consumers are ill-informed when it comes to selecting or buying mattresses and bedding accessories. Many of us erroneously believe that price is the key decision factor. However, other factors including coil construction, the interior of the mattress and pillows all make a difference to quality sleep. With Simmons' new web-site, we hope to provide Singaporeans with a sleep resource centre where sleep-related information is always available on hand to help us make informed decisions," said Mr Michael Koo, Managing Director of Simmons (Southeast Asia) Pte Ltd.

To help you achieve better sleep, the new Simmons web-site provides a library of sleep tips on how to cope with sleep deprivation and sleep disorders. It also includes a comprehensive list of preventive measures that help induce and encourage better quality sleep. Based on expert advice from Dr. James B. Maas, a renowned sleep specialist and psychologist from Cornell University and a consultant with Simmons, the sleep tips cater to the needs of different people, ranging from travellers, parents of new-born babies, toddlers and teenagers, women and the elderly.

"According to a recent survey on sleep commissioned by Simmons, it was found that 88% of Singaporean professionals, managers, executives and businessmen were sleep-deprived and woke up tired although they reported that they had sufficient sleep," said Mr Koo.

"With the new Simmons web-site, Singaporeans can go on-line to obtain tips on how they can cope better by adjusting their sleep patterns and routines. These comprehensive tips will help them achieve quality sleep and become more effective spouses, parents and workers," Mr Koo added.



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The web-site also includes a segment on interactive showrooms where you can "virtually" visit the various Simmons Galleries. What's more, you can locate the Galleries via clear and informative location maps available on-line.

So log on to Simmons' new web-site at www.simmons.com.sg, and enjoy the site that advocates better sleep and an improved quality of life!

Established in 1870, Simmons is the world's leading manufacturer of mattresses and bedding products with a presence in more than 32 countries spanning the United States of America (USA), Europe and Asia. Renowned for its relentless pursuit for technological advancements and product innovations, the Company is the maker of signature products like the Beautyrest® and BackCare® mattresses that have strong presence in both the consumer and institutional markets.

Through its new Better Sleep Through Science™ programme, Simmons also aims to work continually with medical and industry experts to highlight the importance of quality sleep and to innovate relentlessly for breakthrough bed products to deliver better sleep.

Presently, Simmons has its headquarters in Atlanta, Georgia, USA. Simmons (Southeast Asia) Pte Ltd, the regional headquarters for Southeast Asia, Hong Kong and Taiwan, is based in Singapore.

Issued on behalf of:

Simmons (Southeast Asia) Pte Ltd

By:

Foreword Communications

Contacts:

Shannen Fong or **Sharon Wan**

Tel: 6338 5918

Email: shannen@foreword.com.sg or sharon@foreword.com.sg

Or

Michelle Ng

Assistant Manager

Corporate & Marketing Communications

DID: 6290 9221

Email: michelle.ng@simmons.com.sg