



SIMMONS (SOUTHEAST ASIA) PTE LTD

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BUY SLEEP AT THE NEW SIMMONS BETTERSLEEP™ STORE

SINGAPORE, December 19, 2001

At a time when many of us are sleepless over joblessness, pay cuts, business consolidation and downsizing to save costs, Simmons (Southeast Asia) Pte Ltd, the industry's leading mattress and bedding company, has been kept awake devising plans to expand its business. The end result – a new concept store to merchandise the essence of life - sleep.

Known as the Simmons BetterSleep™ Store, the 113 square metres specialised store is housed at the Furniture Mall and its main draw - trained sleep consultants to assess your sleep health and to "prescribe" relevant sleep strategies to help you improve and achieve quality sleep.

And to complement the quest for sweet slumber, Simmons will also launch a new range of DeepSleep® mattresses and a specially concocted line of sleep-inducing aromatherapy products exclusively at the Simmons BetterSleep™ Store.

Likening the Simmons BetterSleep™ Store to a sleep spa that caters to both tangible and intangible sleeping needs with its informed sleep consultation and complementary designer sleep products, the people at Simmons are calling their unique formula the industry's first "holistic sleep remedy".

"Simmons is never just in the business of selling mattresses and bedding. We are in the business to complement a person's overall well-being. According to sleep experts like Dr James Maas, a sleep consultant with Simmons and a psychologist and author of renowned bestseller, "Power Sleep", quality sleep is key to achieving optimal well-being. And to achieve quality sleep, it takes a combination of factors namely a good sleep environment, an appropriate sleep surface and a relaxed demeanour. With the Simmons BetterSleep™ Store, we hope to be able to provide integrated solutions for better sleep," said Mr Michael Koo, Managing Director of Simmons (Southeast Asia) Pte Ltd.

And if the results of a survey commissioned by Simmons in April this year on the sleep habits of professionals, managers, executives and businessmen (PMEBs) in Singapore are anything to go by, then we really need all the help we can get to sleep longer and better. Eighty eight per cent of PMEBS were found sleep-deprived and only 26% of them considered themselves so. Furthermore, two in three have little or no knowledge of appropriate sleep hygiene.

"Such ignorance may result in prolonged sleep deprivation which can be detrimental to your health, mental capability, work productivity and performance. And at such competitive and difficult times, it is essential to maintain a mental and physical edge over others. Thus, Simmons wants to be the first to help the people in Singapore address the problem of sleep deprivation by providing easy access to quick assessments of and advice on sleep health," added Mr Koo.

As such, patrons of the Simmons BetterSleep™ Store will be asked to fill in a set of self-tests on sleep devised by Dr Maas. The sleep consultants at the store, who have been trained using the literature provided in "Power Sleep", will then help them gauge their knowledge on sleep, determine whether or not they have good sleep habits and if they are sleep-deprived. With a better idea of a person's overall sleep health, the sleep consultant will then "prescribe" relevant sleep strategies that consist of tips that range from creating a conducive sleep



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environment and acquiring an appropriate sleep surface to relaxing the senses to help achieve better sleep.

To complement the holistic sleep remedy concept is the new range of Simmons® DeepSleep® mattresses. Retailing exclusively at Simmons BetterSleep™ Store, these mattresses, constructed from the original Simmons® Pocketed Coil™ Technology are high-quality entry-level Simmons products targeted at young executives with an average income of S\$2,500.

"In the downturn, many people have become more prudent by looking for the best value for money without giving up or compromising on the quality of the products. With the introduction of the Simmons® DeepSleep® mattresses, we are able to maintain the renowned 'do-no-disturb' feature and make quality sleep accessible to everyone at affordable prices, including those who have just entered the corporate world," said Mr Koo.

Relentless in its spirit for innovation, Simmons BetterSleep™ range of aromatherapy products will be the first by a mattress and bedding company to counter the spillover effect of daytime stress and tension to help soothe the nerves and to beckon and maintain sleep at night. Guided by the expert nose of a trained aromatherapist, the sensory products are a range of massage and diffusion blends, essential oil and aromatic and milk baths that are made from a special concoction of sleep-inducing ingredients like wheat germ, lavender, etc. A specially designed aroma micro diffuser is also available to break down the essential oils within 10-15 minutes to bring about sweet slumber quickly. Other sleep accessories include the eye pillow, the SEIKO soothing clock, designer headboards and high-quality bed linens. Plans are also in the pipeline to include sleep-inducing teas like camomile, as well as bath salts, scrubs and pillow mists.

And as a mark of Simmons' commitment to providing quality sleep products and empowering the people in Singapore with the knowledge on sleep, the company has developed an "eyelid" symbol for the concept store. Put together, a couple of "eyelids" represent a pair of restful eyes and on its own, it represents a serene smile on a sleeping person. Championing their cause to promote better sleep, the "eyelid" design is applied to all Simmons BetterSleep™ Store collateral like paper bags, product packaging, namecards, lapel pins, etc.

Believing that good sleep habits need to be inculcated from young, Simmons is also determined to attract the sophisticated younger set to the BetterSleep™ Store with its modern and tastefully designed interior that boasts visual, audio, tactile and olfactory appeal.

And to ensure that as many people in Singapore learn about sleep and its importance to our daily lives, Simmons is already looking into opening up three to four more shop-in-shop or standalone Simmons BetterSleep™ Store in 2002. The new concept store will also be launched in Hong Kong and Taiwan within the next year.

"As the going gets tougher, sleep needs to get better. Losing sleep over problems will only compromise a person's ability to cope with them. Thus, the Simmons BetterSleep™ Store would come in handy for people in these busy cities to gain a better understanding of sleep and their individual sleep hygiene. This way, they can make the necessary adjustments to their lives, if required, to be better workers, spouses and parents," said Mr Koo.



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Maker of Beautyrest[®], BackCare[®] and Connoisseur[™], Atlanta-based Simmons Company entered the Singapore market in 1977 and set up Simmons (Southeast Asia) Pte Ltd as the regional headquarters in 1993. Through its corporate philosophy of Better Sleep Through Science[™], Simmons is committed to the relentless pursuit of research and development to design superior quality mattresses and to ultimately deliver better sleep. The Company, which is also involved in awareness campaigns to educate Singaporeans on sleep, has designed the Simmons BetterSleep[™] Store to further champion its cause with integrated sleep solutions.

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.

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