



SIMMONS (SOUTHEAST ASIA) PTE LTD

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SIMMONS SUPPORTS STEP-OUT! SINGAPORE CAMPAIGN WITH “BUILD YOUR IMMUNITY WITH BETTER SLEEP” CAMPAIGN AND ASSURING CONSUMERS WITH PROACTIVE MEASURES AGAINST SARS

SINGAPORE, May 14, 2003

The effect of Sars on many retailers is not holding Simmons (Southeast Asia) Pte Ltd down, at least it is not leaving it to chances. While waiting for the good news for Singapore to be cleared as a Sars-free region, Simmons echoes our government's call for Singaporeans to Step-out! with a “Build Your Immunity With Better Sleep” campaign to reinforce Simmons' corporate philosophy of Better Sleep Through Science.

Mr Michael Koo, Managing Director of Simmons (Southeast Asia) Pte Ltd said, “We want to take this opportunity to reinforce our message to our consumers that a good night's sleep is essential in building your health immunity and overall well-being.” The age-old saying of getting an eight-hour sleep cycle is a necessity than a luxury as described by Dr. James Maas, Professor of Psychology at Cornell University, author of the best-seller, Power Sleep and a Simmons Consultant. “In 2001, we did a sleep survey that shows 88% of Professionals, Managers, Executives and Businessmen are sleep-deprived. Now, with Sars, we want to reiterate to the public that sleep is a vital part of our lives which we should not take for granted,” added Mr Koo.

So to encourage consumers to Step-out!, Simmons has introduced the “Build Your Immunity With Better Sleep” campaign, which packaged a range of luxurious mattresses with gifts-with-purchase to help consumers create a good and conducive sleep environment, critical to one's sleep quality. These gifts include a choice of bedframe or cold-air diffusing Micro-Diffuser with three anti-viral and anti-bacteria essential oil blends, two NeckCare Pocketed Coil® pillows and one anti-dust mite mattress protector, all worth up to S\$1,400. “We want to stress that one's sleep quality is affected by many factors, which include mental stress, an active nightlife, poor diet and lack of exercise, tossing and turning and physical stress caused by undesirable sleeping conditions. Most of these factors are within our control, especially the latter two, which can be alleviated by choosing the right mattress,” stressed Mr Koo.

Simmons, guided by the expert nose of a trained aroma therapist, has also developed three specially concocted essential oil blends that have anti-viral and anti-bacteria contents to help combat Sars by purifying the air. These essential oils are botanically and bio-chemically defined and are made of pure plant extracts. It is used with the cold-air diffusing Micro-Diffuser which breakdowns the essential oils into small air molecules and releases them through a spout. This non-burning technique is healthier than the burner because there is no water added to dilute the essential oil or adulteration with perfume.

Simmons also encourages its consumers to check out the Power Sleep book to get a better understanding of the sleep architecture in our lives. In the book, one discovers the functions of slow-wave (deep) sleep, its restorative and growth-inducing properties and how having enough of slow-wave (deep) sleep immunises one to viral infection. This is so because at the slow-wave (deep) sleep stage natural immune modulators, such as interleukin and tumor necrosis factor, increase slow-wave (deep) sleep. Thus, a loss of sleep or anyone who is sleep-deprived lowers the resistance to viral infection, exposing one to more colds, flu and respiratory tract infections. Sleep helps fight infection and if one is able to get plenty of deep sleep and get the sleep requirement every night, there will be remarkable improvement in one's alertness, energy level and general health. So, don't take sleep for granted. Even recent Ministry of Health advertorials on “Tips against Sars” saw adequate sleep being



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quoted as one of the tips.

“As we encourage our consumers to Step-out!, we also want to reassure them that Simmons is taking all precautionary preventive measures so that they can shop at Simmons Galleries and Simmons BetterSleep™ stores with ease,” said Mr Koo. Some of the measures we have taken to ensure the health safety of our consumers are:

- (A) All sales consultants are issued with their personal digital thermometers, which temperature is taken twice a day
- (B) Frequent use of hand sanitizer
- (C) Disinfect stores with Germ Killer Air Spray
- (D) Post notice at showroom entrance to inform customers of safety measures

Mr Koo further added, “Our social responsibility does not end here. Our office staffs have to take their temperature twice a day and the sales executives are given a badge each to certify that they are healthy when they are out to meet our customers. A visitor logbook is also placed in the office reception to record staff movement and visitors’ particulars, in case the need arises. As Sars is going to be around, we have to adopt a change in our habits and lifestyle, yet maintaining our business operations with priority of our customers’ safety in mind.”

Other measures that Simmons took since the Sars outbreak include:

- 1-month supply of surgical masks for all staff (in the event they are ill and need to visit a doctor)
- Sterilizing all cups, cutleries etc.
- Frequent disinfecting and cleaning of doors, door handles etc
- Purifying the air within office using Micro Diffuser and the anti-bacteria and anti-viral pure plant extract essential oils
- Granting medical leave for staff who are ill, even if it means beyond the doctor’s stipulated days of medical leave
- No overseas travelling during this period

“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. We are here to provide integrated solutions for better sleep. We want to tell our customers that for uncompromising quality, comfort, support, luxury and design at a price you won’t lose sleep over, and a place where you can shop with ease, Simmons is the clear and definitive choice. And we are socially responsible too!” added Mr Koo.

Maker of Beautyrest®, BackCare® and Connoisseur™, Atlanta-based Simmons Company entered the Singapore market in 1977. In Asia, the license to manufacture, market and distribute Simmons is owned by Simmons Japan Co., a full subsidiary of Nifco Group, a listed multinational company headquartered in Japan with a diverse business portfolio, which includes the Japan Times. Simmons (Southeast Asia) Pte Ltd, which was set up in 1993, is the Asian headquarters outside Japan. 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 conceptualised the Simmons Galleries and Simmons BetterSleep™ stores in Singapore, Malaysia and Indonesia to further champion its cause with integrated sleep solutions.



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