



SIMMONS (SOUTHEAST ASIA) PTE LTD

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Simmons Launches Beautyrest Black™ Luxury Collection and Appoints Jacelyn Tay and Thomas Ong as Celebrity-Ambassadors

SINGAPORE, May 10, 2007

Simmons conducted its official launch of its luxury bedding line – the Simmons® Beautyrest Black™ luxury collection today, in a separate media and guests events, at the Simmons Gallery located at Paragon Shopping Centre. In conjunction with the launch, the brand also unveiled its newly appointed celebrity-ambassadors for Simmons – Jacelyn Tay and Thomas Ong.

Aligned as one of the most lavishly priced mattresses available in the market, the Simmons® Beautyrest Black™ luxury collection is set to be the finest collection, presented by the world's leading manufacturer of mattresses and bedding products.

The Simmons® Beautyrest Black™ luxury collection is hailed as the definition to luxury bedding and is targeted at consumers who indulge in lavish bedding products, for the attainment of enhanced bedding experiences. It is designed to provide consumers with customised sleep experiences so as to meet their specific needs and desires. Owning a Simmons® Beautyrest Black™ translates to the personal lifestyle of the discerning individual.

The Simmons® Beautyrest Black™ luxury collection includes all motion separation and conformability elements for which the Beautyrest® mattress line is renowned. The collection's exquisite detailing and superb tailoring, places it in the league of a luxury edition; superior and opulent materials of silk, wool, alpaca, layers of memory foam and natural latex and a circular knit fabric containing top-grade yarn and cashmere, heightens the key attributes of the Simmons® Beautyrest Black™ luxury collection.

Integrated with the famed Simmons Advanced Pocketed Coil™ technology, an exclusive technology that features three wires interwoven into one to provide for superior motion separation and enhanced durability, the Simmons® Beautyrest Black™ luxury collection is further accented with luxe appeal.

During the media presentation, Mr. Casey Teh, Director for Simmons (SEA) made the inaugural introduction of the new luxury collection to attending journalists, as **'Helena'**, **'Florence'** and **'Temptation'**. Attendees were invited to lie-and-feel the luxurious components of these opulent beddings.

In addition to being made enticed by the luxuriant beddings, Simmons also divulged the Simmons brand ambassadors – Jacelyn Tay and Thomas Ong, to media guests. A concised question and answer session followed after, providing media with the celebrities' special tips to a better slumber and their recently acquired Simmons endorsement deal.

"It is a pleasure to have Jacelyn Tay and Thomas Ong as the first Simmons local brand ambassadors. Jacelyn and Thomas both exude a sophisticated and alluring appeal, that we feel best represent the brand. Both celebrities are charming in their individual ways and we do feel that their personalities are in parallel to the ravishment of the Simmons brand heritage", added Mr. Casey Teh.

Later in the evening, Simmons played host to 100 exclusive and by-invite-only guests, comprising of the brand's business associates, VIP customers, society's prominent personalities and celebrities.



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The angelic voice of 'live' jazz entertainment hyped up the evening's glam factor. Complemented by customised canapés and beverages, the gaiety of the cocktail event was further enlivened by the specially choreographed tango cum waltz performance, that acted as the prelude to the unveiling of Jacelyn Tay and Thomas Ong, to Simmons special guests.

As the evening wore on, guests were kept thoroughly enthralled by the cosy-extravagance of the Simmons® Beautyrest Black™ luxury collection; being constantly tickled by the unique titlings of **'Helena'**, **'Florence'** and **'Temptation'**.

Coupled with the chic-pomposity set by the decorative 'gallery' style settings, the revelry was further acclaimed as each guest was presented with an elegantly and specially compiled Simmons® Beautyrest Black™ luxury collection CD; consenting them to many better nights' sleep, ahead.

Jacelyn Tay and Thomas Ong will be featured in Simmons new advertising campaign comprising of print, outdoor and in-store advertisements that are slated to be rolled out in the early second half of 2007.

The Simmons® Beautyrest Black™ luxury collection comprising of **'Helena'**, **'Florence'** and **'Temptation'**, is exclusively available at all Simmons Gallery located at The Paragon #04-06/07 Tel: 6734 0660; Marina Square #03-341 Tel: 6339 7966; Great World City #02-04 Tel: 6733 1366, IMM Building L3-22A Tel: 6565 8311 and The Simmons BetterSleep™ at The Furniture Mall #01-20 Tel: 6392 0477.

View the Simmons® Beautyrest Black™ Luxury Collection

Beautyrest Black™ Helena™ (Plush Pillow-top)

Queen	-	152cm x 190cm
King	-	182cm x 190cm
US King	-	193cm x 203cm

Beautyrest Black™ Florence™ (Plush Pillow-top)

Queen	-	152cm x 190cm
King	-	182cm x 190cm
US King	-	193cm x 203cm

Beautyrest Black™ Temptation™ (Ultra Plush Super Pillow-top)

Queen	-	152cm x 190cm
King	-	182cm x 190cm
US King	-	193cm x 203cm

About Simmons

Maker of Beautyrest®, BackCare® and Connoisseur™, Atlanta-based Simmons Company entered the Singapore market in 1977. In Asia, the license to manufacture, distribute and market 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, reports to Simmons Japan and is the headquarters to 19 countries in Asia. 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's commitment to its cause is evident not only in

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its awareness campaigns to educate Singaporeans on sleep but also in its constant introduction of innovative sleep solutions. These solutions include the Simmons BetterSleep™, Simmons® BackCare® Original Series that champions Better Sleep Better Health™ by harnessing the health benefits of negative ions in some of its models and improve back support by up to 20 percent and the Simmons BackCare Kids™, industry's first juvenile mattress with MoistureBan™ and AllergyCare™ features.

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