



SIMMONS (SOUTHEAST ASIA) PTE LTD

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SIMMONS SETS TREND WITH ALL-NEW REMOVABLE PILLOW-TOP

Simmons is back at Food & Hotel Asia with an all-new removable pillow-top in response to market demands.

Singapore, 22 April 2008

Simmons introduces its all-new 3.5-inch removable high quality convoluted foam pillow-top at Food and Hotel Asia 2008. The launch of the removable pillow-top is a response to the hospitality market demand for a fuss-free, quick turnaround time for hotel rooms to be readily available to meet the increasing demand for hotel rooms. With an increased in tourists visiting Singapore and more mega events such as upcoming F1, hoteliers are seeking for cost-efficient ways of delivering better sleep experience to their guests without having to close the rooms or even the hotel to refurbish.

The 3.5-inch removable high quality convoluted foam pillow-top has superior weight distribution. It alters pressure points within structure of the bed. With its comfort benefit, it is used in upholstery to add softness to the mattress. Thus, guests who are used to sleeping on soft mattress can opt for this removable pillow-top to be added to the hotel's existing mattress if they find it too firm. Similarly, guests who prefer to have a firmer mattress have the option of removing the pillow-top, thus bringing them closer to their home sleep experience. The removable pillow-top marries both firmness and comfort into one.

Another benefit of the convoluted foam used in the removable pillow-top is that it improves air circulation, thus it offers a cool, dry and comfortable surface for guests to sleep on to enjoy a restful night's sleep. With the launch of the removable convoluted foam pillow-top, Simmons offers a holistic bedding solution to hoteliers in most economical way of providing two types of comfort levels to hotel guests to choose. It is also a cost efficient way of not having to close the entire room thus, losing a day's keep if a mattress is soiled. With the removable convoluted foam pillow-top, hoteliers will just need to change the pillow-top if soiled, without having to close the entire room.

As Mr. Casey Teh, Director of Simmons (SEA) puts it, "A hotel stay can be still be enjoyable without a 42" Plasma television or without a great sea view, but a hotel needs to provide guests with a good night's rest, therefore, a good quality and comfortable mattress in the room is vital. The mattress and the entire ensemble of the bedding accessories affect a guest's rest at a hotel. With Simmons' signature Pocketed Coil mattress, its Non-flip feature and now a removable convoluted foam pillow-top to top-it-off, the sleep experience is definitely heavenly. It is a priceless experience."

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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