



## **SIMMONS (SOUTHEAST ASIA) PTE LTD**

100 Beach Road #14-07 Shaw Tower Singapore 189702

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[www.simmons.com.sg](http://www.simmons.com.sg) Co. Reg. No.: 199303272D

### **GET WORLD CLASS SLEEP AT SIMMONS**

**SINGAPORE, March 05, 2008**

Ever desire for a World Class sleep? For your sleep to be rejuvenating, one requires a continuous block of rest of at least 6 hours or more. Tossing and turning of yourself or your partner drastically disturbs your sleep, which often result in poor performance at work the following day.

Simmons® Beautyrest® World Class® Rozelle™ provides you with luxurious undisturbed sleep every time you close your eyes. Renowned for its support, conformability and independent movement, Simmons® patented Pocketed Coil® reduces the motion transfer between you and your sleeping partner and at the same time, provides a comfortable, luxurious feel with the new knitted fabric. In addition, Simmons' revolutionary Non-flip Bloc Foam is built for your easy maintenance and you never need to flip your mattress again.

For a world class sleep, with uncompromising quality and superb finishing, indulge yourself with Simmons and you are on your way to peak performance.

**The Simmons® Beautyrest® World Class™ Rozelle is exclusively available at all Simmons Gallery located at:**

- The Paragon #04-06/07 Tel: 6734 0660;
- Marina Square #03-341/342 Tel: 6339 7966;
- Park Mall #01-08/09/10 Tel: 6336 4233;
- IMM Building L3-22A Tel: 6565 8311; and
- The Simmons BetterSleep™ at The Furniture Mall #01-20/21 Tel: 6392 0477.

#### **Retail Price of Simmons® Beautyrest® World Class™ Rozelle**

Queen	- 152cm X 190cm	- S\$8,999
King	- 182cm X 190cm	- S\$10,999
American King	- 193cm x 203cm	- S\$11,599

#### **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 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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**Issued By:**

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