



SIMMONS (SOUTHEAST ASIA) PTE LTD

100 Beach Road #14-07 Shaw Tower Singapore 189702

Tel: 6294 2278 **Fax:** 6293 0002 **email** simmons.sea@simmons.com.sg

www.simmons.com.sg Co. Reg. No.: 199303272D

SIMMONS' First ever BUY & WIN \$10,000 CASH Year-end promotion.

The best deal just got even sweeter with \$10,000 dollars to give away!

Singapore, 07 November 2008

Simmons launched its first island-wide SIMMONS' **BUY & WIN \$10,000 CASH** promotion. For the first time, Simmons is giving away prize money of \$10,000 cash. Shoppers who purchase a Simmons Pocketed Coil mattress now, not only enjoy the benefits of an undisturbed sleep experience, will also get a chance to walk away with \$10,000 dollars cash.

From now till 28th December 2008, with every purchase of Simmons Pocketed Coil Mattress from any Simmons Gallery, Department Stores or Simmons Authorised Dealers, shoppers will get one chance in the Lucky Draw. Therefore, the more mattresses you buy, the higher your chances of being the lucky winner.

Make Simmons your ultimate choice of mattress this year end if you are considering buying a new mattress. What's better than having the ultimate experience of both uninterrupted sleep and a stash of \$10,000 Cash awaiting for you. Check out our nearest stores for more information!

Promotion exclusively available at:

Simmons Gallery:

IMM #03-04 Tel: 6565 8311

Marina Square #03-341/342 Tel: 6339 7966

Paragon # 04-06/07 Tel: 6734 0660

Park Mall #01-08/09/10 Tel: 6336 4233

Simmons BetterSleep™ Store:

The Furniture Mall (Beach Road) #01-20/21 Tel: 6392 0477

Department Stores:

Robinsons Bedshop (The Centrepoint & Raffles City) • Takashimaya Department Store • Courts Megastore • OG (Albert Complex) • TANGS Home at TANGS VivoCity (open in mid Nov 08)

Authorised Dealers:

Ackerman & Smith • Aero Furnishing Centre • Bedding Saloon • The Mattress Centre • The Green Furnishing

*Terms and conditions apply.

(Delivery must be by 31 December 2008)



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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.

Issued By:

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