



SIMMONS (SOUTHEAST ASIA) PTE LTD

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ENJOY BREAKFAST IN BED AND GREAT SAVINGS OF UP TO 75% WITH US AT THE LONG AWAITED SIMMONS BED & BREAKFAST SALE.

Singapore, 14 August 2009

SINGAPORE, August 14, 2009 – Simmons (SEA) Pte Ltd is organising this year's SALE event with a Bed & Breakfast theme. On top of cash savings of up to 75%, early birds will also get free Killiney breakfast vouchers* and even free Simmons bedframes or boxsprings** for every mattress purchased.

In addition, Simmons has an exclusive tie-up with DBS Bank that allows DBS/POSB Credit and Debit Card members to enjoy additional 8% saving on 14th Aug and 5% off for 15th & 16th Aug.

So come down, have breakfast with us in voucher form and take this chance to own a Simmons mattress now!

*For 3 days from 14th – 16th August 2009.

** For first 50 customers on a first-come, first-served basis

Event will be held at Homestation Enterprise One 1 Kaki Bukit Road 1 #01-44 (S) 415934.

Opening hour: 14 Aug 09 from 11am to 7pm

15 & 16 Aug 09 from 9.30am to 6pm

Bus Services: 25, 45, 51, 55, 58, 87, 93, 854.

ABOUT SIMMONS

Maker of Beautyrest®, BackCare® and Connoisseur™, the 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 public listed plastic fastening 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 23 countries in Asia. Simmons (SEA) aims to be the leading bedding company with regional dominance. Simmons (SEA) has stores over eight countries in Asean regions and South-Asia region. Driven by the passion for better sleep, Simmons (SEA) strives to consistently deliver innovative products of premium quality, to provide a unique customer experience and overall total satisfaction to our consumers and continues to be committed to the relentless pursuit of developing superior quality mattresses to ultimately deliver better sleep.

Issued By:

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