



SIMMONS (SOUTHEAST ASIA) PTE LTD

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Ms Chua Tess, Winner of Simmons' Inaugural \$10000 Cash Draw Is Definitely Smiling Her Way To The Bank For A Fabulous Start Of The Year!

SINGAPORE, 15 January 2009

Simmons is proud to announce Ms Chua Tess as the sole winner of the Simmons' inaugural \$10000 Cash Draw. Ms Chua Tess is drawn from a total of 455 qualified entries.

Simmons launched its inaugural \$10000 cash prize on 7 November 2008 as a way to draw consumers to buy Simmons mattress during festive seasons and to place Simmons into as many households as possible.

"We are very pleased with the response we have received as the market sentiment in last quarter was soft. Despite the soft market sentiment, we were able to garner a very good feedback. I am sure Ms Chua Tess, the winner, will be having many pleasant dreams sleeping on her Simmons mattress and we are sure she is smiling her way to the bank for a good start for Y2009," quipped Mr. Casey Teh, Director of Simmons (SEA) Pte Ltd.

Ms Chua Tess, a tax consultant, has bought a queen-sized mattress from Simmons Gallery, IMM. She received the \$10000 cheque from Mr. Teh on Thursday, 15 January 2009, at Simmons office located at 100 Beach Road #14-07 Shaw Tower.

On her lucky streak, Ms Chua Tess has this to say, "I am ecstatic and overjoyed to be the lucky winner. This is my first time winning in a lucky draw. In fact, I must thank my husband for nudging me to send in my entry form." Incidentally, Ms Chua has just held her ceremonial wedding a day before the Simmons Cash Draw. On how she intends to use the money, she said, "We will most likely use it to pay off our renovation loan."

Ms Chua Tess is a first-time Simmons user. She said, "I have chosen Simmons as my matrimonial mattress as there are many positive word-of-mouth recommendations from my friends and that Simmons mattress suits our preference for firmer mattress."

Once again, Simmons congratulates Ms. Chua Tess for being our lucky winner in Simmons' inaugural Win \$10000 Cash Draw. It is indeed her wedding gift from Simmons.

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 Kidsä, industry's first juvenile mattress with MoistureBanä and AllergyCareä features.



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