



SIMMONS (SOUTHEAST ASIA) PTE LTD

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NOTICE CONCERNING THE ANOUNCEMENT OF SIMMONS COMPANY IN THE U.S., LICENSOR OF SIMMONS CO. LIMITED, JAPAN, HOLDING COMPANY OF SIMMONS (SEA) PTE LTD

Singapore, 30 September 2009

SINGAPORE 30th SEPTEMBER 2009 – On 25th September 2009, the U.S. company, Simmons Company, licensor of Simmons Co. Ltd. Japan announced that Simmons Company would pursue a restructuring plan under which new investors would acquire Simmons Bedding Company, its subsidiaries and its parent company, and its plans to enter into Chapter 11 proceedings to effect this. Neither Simmons Co. Limited, Japan nor its subsidiaries has any capital relationship with the Simmons in the U.S. and there shall be no effect on the license for the use of trademarks, etc. in Asia.

Accordingly, we wish to inform our customers and business associates that there shall be no influence on the business and operations of Simmons in the Asia countries.

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.

Contact for the above notice:

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