



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 YOUTH-INITIATED "GOOD IN BED" HEALTH CAMPAIGN WAKENS YOUTH TO THE REALITY OF JUNK SLEEP

Singapore, 3 February 2010

SINGAPORE, 3 February 2010 – Launched in November 2009, Simmons Good in Bed is a youth-initiated health campaign run by a group of 4th-year undergraduates from the Nanyang Technological University Wee Kim Wee School of Communication and Information (NTUWKWSCI) as part of their Final Year Project. Supported by key strategic partner, Simmons (SEA) Pte Ltd, the campaign is the first-of-its-kind to be tackling the problem of Junk Sleep amongst youth in Singapore by advocating sufficient hours of restful sleep through the responsible use of technology.

The pervasiveness of technology has heralded a new generation of highly-wired, multi-tasking youth who rely heavily on electronic devices for entertainment, communication and information. In Singapore, the likelihood that undergraduates are preoccupied with technology instead of getting rest is very high. At 12.00 am on an average night, the percentage of undergraduates sleeping trails behind those who are awake and engaged in some form of technology. Only 11% are in bed, whilst 26% are watching television and 67% are on the computer (Young Asians, 2008).

In a pre-campaign survey conducted in September 2009 on 240 undergraduates aged 18 to 25 in Singapore, more than 50% of respondents reported that they do not get enough sleep (in which 7.9h is the reported average optimal hours of sleep per day). 85% get less than 8h of sleep on an average weekday night, and only 37% of them feel rested even after a good night's sleep. 4 in 5 are willing to sacrifice sleep to indulge in the use of technology, with 2 in 5 undergraduates always feeling sleepy during the day. 97% of undergraduates have used at least one electronic gadget whilst sleepy, with top items being laptops/PCs and mobile phones. 68% of this group has also fallen asleep whilst using at least one technology item, of which the biggest culprit is the television (see Annex A for more statistics).

Recognising the prevalence and severity of the Junk Sleep problem, Simmons Good in Bed, therefore, aims to empower youth in making informed decisions regarding their sleeping habits and ultimately - their quality of life.

"In our relentless effort to educate consumers of the importance of a good night's sleep, we should not forget a key group of up and coming consumers, the tertiary-going youths who will become Executives, Businessmen, Managers and Professionals," said Mr. Casey Teh, Director of Simmons (SEA) Pte Ltd. "As sleep is closely related to one's peak performance, Simmons felt that this is a good campaign for us to champion the cause: To educate our youth now so that they do not accumulate a sleep debt when they launch their career and value sleep as importantly as exercise to maintain one's well-being."

Seeking to get out of the traditional health campaign mould and get the target audience to react, Simmons Good in Bed leverages on the viral capacity of the Internet by utilizing online social media and experiential guerilla tactics to educate and engage its highly-wired target audience right where they are (see Annex B). Since its launch, the campaign has garnered more than 770 fans on its Facebook fanpage and more than 11,000 views for the viral videos on YouTube.



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To drive home the message of Junk Sleep through an interactive and impactful manner, the campaign's final event, "Big Bang in My Bedroom", will be held on Saturday, 6 February 2010, 7 to 9.30 pm at Zouk Club Singapore. The highlight of the night includes "The Big Bedroom Bustup" - a pillow jousting competition which is representative of the campaign's fight against Junk Sleep. The competition will feature 4 teams of voluntary undergraduates jousting for cash and prizes. In addition, a celebrity showdown featuring Paul Twohill (Singapore Idol) and Kay Kay (S Factor) will mark their championing of the campaign's cause. The celebrity round will be filmed by Clicknetwork.tv as an episode of their popular online viral show, Chick vs. Dick. With an expected turnout of 500 participants, the event is a closing party that aims to promote the awareness of Junk Sleep through active audience participation and further online viral approaches.

For more information on Simmons (SEA), please visit www.simmons.com.sg

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 Simmons Japan Co., a full subsidiary of Nifco Group, owns market Simmons 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.

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By:

Foreword Communications

For media enquiries, please contact:

Ms Nur Raihana (NTU)

HP: 9637 3249

Email: wearetiredbutwired@gmail.com

Michelle Anne Ng

Marketing Manager

Simmons (SEA) Pte Ltd

Tel: 6290 9221

HP: 9674 8961

Email: michelle.ng@simmons.com.sg