



SIMMONS (SOUTHEAST ASIA) PRIVATE LIMITED

For immediate release

NEWS RELEASE

SIMMONS LAUNCHES THE ALL-NEW ONLINE STORE FOR SIMMONS BEDDING ACCESSORIES

*Introducing e-Simmons, the official online store. You can now buy bedding accessories
24/7 and have them delivered right at your doorstep!*

Singapore 15th October 2010 - Simmons, the world-renowned mattress brand, launches the all-new online store known as **e-Simmons**. It is the latest service offered on Simmons website which allows local shoppers to log on and shop for their favourite Simmons bedding accessories ranging from pillows to bedlinens in the comfort and convenience of their own home.

"Consumers are progressively more net-savvy, well-connected but lead a busy and hectic life. The launch of e-Simmons is our response to cater to the needs of these groups of people and also to reinforce our commitment in providing unique shopping experience and overall customer satisfaction," said Mr. Casey Teh, Director of Simmons (SEA) Pte Ltd.

"e-Simmons operates 24/7 and is designed in a user-friendly way where customers only required three clicks to make a purchase. The perk is that delivery is free to all local residential addresses but there will be no overseas deliveries." Mr. Teh further added, "This e-Simmons is ideal for our existing customers who have used our NeckCare pillows or mattress protectors and would like to re-purchase without the need to try out. If they are buying more than one piece, it will save them the need and hassle to carry many pillows, which can be bulky and inconvenient." Thus, e-Simmons aims to bring greater convenience to customers.



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“With the festive season like Christmas and Hari Raya around the corner, e-Simmons adds as an option for customers to consider re-purchases of Simmons® NeckCare pillows without the need to step out of their home, leaving them more time for the festive preparation. As our customers are often busy working individuals but savvy IT users, they can consider this option to help them save time. What’s more, buying now at the launch also helps one save money as we are having the 1-for-1 pillow promotion,” summed up Mr. Teh.

Products offered on e-Simmons include:

- Simmons® NeckCare Pillow, the one & only Pocketed Coil® pillow and
- Simmons® Beautyrest® mattress protector, with Expand-A-Grip® feature that fully fits mattresses of 4” – 15” height.

e-Simmons launch promotion

- For the launch period, e-Simmons shoppers get to enjoy a SPECIAL 1-for-1 Simmons® Beautyrest® NeckCare pillow promotion. Retail price ranges from \$189 - \$239.
- In additional, first 50customers will also get a pair of Cathay movie vouchers! Terms & Condition apply.

Visit e-Simmons @ www.simmons.com.sg/e-simmons and enjoy great savings now!



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About Simmons (SEA) Pte Ltd

Maker of Beautyrest[®], Beautyrest Black[®], BackCare[®] and Connoisseur[™] amongst others, the Atlanta-based Simmons Company entered the Singapore market in 1977. Simmons (SEA) Pte Ltd, set up in 1993 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. Simmons (SEA) also aims to work continually with medical and industry experts to educate public on importance of quality sleep and the impact that a lack of it can have on our lives. In Asia, the license to manufacture, distribute and market Simmons is owned by Simmons Japan Co., the headquarters to 23 countries across Asia. Simmons Japan is a full subsidiary of Nifco Inc, a public listed plastic fastening company headquartered in Japan with a diverse business portfolio. Simmons (SEA) Pte Ltd reports to Simmons Japan directly.

About Simmons Bedding Company (USA)

Atlanta-based Simmons Bedding Company is one of the world's largest mattress manufacturers, manufacturing and marketing a broad range of products including Beautyrest[®], Beautyrest Black[®], Beautyrest[®] NxG[®], Beautyrest Studio[™], BeautySleep[®], ComforPedic by Simmons[™], Natural Care[®] and Beautyrest Beginnings[™]. Simmons Bedding operates 19 conventional bedding manufacturing facilities and one juvenile bedding manufacturing facility across the United States, Canada and Puerto Rico. Simmons Bedding also serves as a key supplier of beds to many of the world's leading hotel groups and resort properties. Simmons Bedding is committed to developing superior mattresses and promoting a higher quality sleep for consumers around the world.

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