



# NEWS RELEASE

ENJOY GREAT SAVINGS OF UP TO 75% AT THE  
LONG-AWAITED SIMMONS WAREHOUSE SALE.

**Embargoed Till Singapore, 11 August 2011** - Following the immensely successful Simmons Bed & Breakfast Sale in 2009, Simmons, the world's leading premium mattress brand will hold its warehouse sale event this year from 12<sup>th</sup> to 14<sup>th</sup> August at Block 192, Pantech Business Hub, #05-22, Singapore 128381, from 10am to 6pm.

Consumers can look forward to cash savings of up to 75% off\* display/phased-out models for beds, mattresses and bedding accessories. Early birds will also get free bedframes or foundation boxes for every mattress purchased\*\*. In addition, Simmons is also proud to announce an exclusive tie-up with DBS Bank that allows DBS Visa and Mastercard cardmembers to enjoy an additional 5% off on all 3 days!

Bringing convenience to customers, complimentary bus service will be provided from Clementi MRT to our sale location. There is no easier way to own the beauty sleep you've been longing for. So come down, dream no more. Owning a Simmons mattress becomes a reality today and truly at your convenience.

\*For 3 days from 12th – 14th August 2011.

\*\* For first 15 customers on a first-come, first-served basis

## **Details:**

Dates: Friday, 12 August to Sunday, 14 August 2011 (3 Days Only)

Operating Hours: 10am to 6pm

Location: Block 192, Pantech Business Hub, #05-22, Singapore 128381

How to get there:

- a) By Bus: SBS Bus Service: 285
- b) By Train: Nearest MRT Station: Clementi MRT. Take Exit B towards open air carpark at Blk 322 Clementi Avenue 5 for **complimentary shuttle bus** pick-up. Look for Simmons Warehouse Sale Signage displayed on bus dashboard.  
Log on to [www.simmons.com.sg](http://www.simmons.com.sg) for bus schedule.



c) By Car: Scan and download this QR tag for directions.



**About Simmons (SEA) Pte Ltd**

Simmons Bedding Company is one the world largest mattress manufacturers, based in Atlanta, USA. It was founded by Mr. Zalmon G. Simmons since 1870. Through the 140 years long heritage, Simmons has introduced technological innovations like the Beautyrest® Pocketed Coil® spring mattress, the Hide-A-Bed® product and HealthSmart™ bed.

Simmons is the maker of Beautyrest®, Beautyrest Black®, BackCare® and Connoisseur™, among others. With our belief in Better Sleep Through Science™ programme, Simmons is committed to constantly research, develop and create better beds to deliver better sleep. Also, Simmons aims to work continually with medical and industry experts to educate the public on the importance of quality sleep and the impact that a lack of it can have on our lives. Ultimately, Simmons hopes to help consumers achieve a better quality of life.

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 Group, a listed multinational company headquartered in Japan with a diverse business portfolio. Simmons Southeast Asia Pte Ltd, which was set up in 1993, reports to Simmons Japan directly.

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