



# **NEWS RELEASE**

***SIMMONS PERFECTS THE ART AND SCIENCE OF SLEEP WITH LAUNCH OF REDEFINED BEAUTYREST BLACK SERIES AND A WHOLE NEW TV COMMERCIAL AND PRINT CAMPAIGN.***

**Singapore, 15 Oct 2011** – Rolling out in stages, Simmons launches a whole new TV Commercial and print campaign to celebrate the launch of the redefined Beautyrest Black® Series.

The new TV Commercial showcases the four pillars of Simmons sleep technology, namely Craft, Heritage, Art and Science. The redefined Beautyrest Black® Series resonates with these four pillars perfectly. Combining the best in mattress technology and aesthetical appeal, the new Beautyrest Black® and Beautyrest Black Beyond™ collection cuts through clutter with its attractive looks and technology. The three new models are Sandrina, Seraphine and Seduction.

(To view Simmons® Beautyrest Black® QRtag video and new TV Commercial, see Factsheet 1)

“I am proud to announce the launch of a new TV Commercial that is conceptualized locally, executed globally and distributed regionally. With the TV Commercial launch, we also kick start our launch of Simmons® Beautyrest Black® Series. Both the TV Commercial and our Beautyrest Black® mattresses exude the four pillars of Simmons Heritage, Craft, Art and Science. Just as the TV Commercial shows much detailing to the production of a Simmons Mattress from a single wire to the finished product, the Simmons® Beautyrest Black® mattress also details the pocketed coil to the foam to the fabric used.” Mr. Casey Teh, Director of Simmons (SEA) Pte Ltd commented.

Fine aesthetic details such as tack and jump borders, jewelled ribbon borders and performance-enhanced quilt designs create an air of refined elegance. Dark gray border fabrics add a touch of perspective and depth to the mattress. A work-of-art tops the bed with its striking quilting patterns.



“This new Beautyrest Black® series is our most luxurious, most visually-appealing mattress yet. The new collection naturally draws attention in the retail environment,” said Mr. Teh. (Pictures available in Factsheet 2)

At the core of every Beautyrest Black® mattress is the Variform Advanced Pocketed Coil™. Rows of triple-wrapped helix of high carbon steel are interspersed with rows of Beautyrest pocketed spring coils. This configuration results in virtually zero partner disturbance, increased strength and unparalleled conformability. A GelTouch™ layer is introduced for its additional cooling sensation and unsurpassed conformability. GelTouch™ technology is only available in Simmons® Beautyrest Black Beyond™ Seduction.

Highly durable and high density foam encasement surrounds the pocketed coils, increasing the support around the edge of the mattress as well as providing stability of its vertical movements. This further enhances the Do-Not-Disturb sleep comfort between partners.

Luxurious comfort layers of NxG® Memory Foam and Progressive Support Latex™ establish a feeling of pampering indulgence. To top it all, a circular knit cover made with modal yarn offers supreme softness to the touch. Modal Yarn is an expensive textile made from Beech Trees. Modal Yarn as a textile is renowned for its softness and hypoallergenic properties.

Incorporating Transflexion™ Comfort Technology, Beautyrest Black® Series is also the most durable. Transflexion™ Comfort Technology is a trademarked technique which works the comfort layers before putting them in the mattress. This maintains the best feel and consistent comfort throughout the life of your mattress. (More information on Transflexion™ Comfort Technology in Factsheet 3)

Mr. Teh explained, “Now you can be assured that when your new Beautyrest Black® mattress arrives, it will feel like the one you tried in our gallery, without the need of any break-in period. Think of it like pre-shrunk jeans. It is one more step Simmons undertakes to guarantee an extraordinary mattress.”

The Beautyrest Black® and Beautyrest Black Beyond™ Series is exclusively available at Simmons Gallery:

- The Paragon #04-06 Tel: 6734 0660
- Marina Square #03-341 Tel: 6339 7966
- Park Mall #01-08 Tel: 6336 4233



- Tampines 1 #04-35 Tel: 6783 6933 and
- IMM Building #03-04 Tel: 6565 8311

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**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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