



NEWS RELEASE

Enjoy the best of both worlds.

Simmons launches Simmons® Beautyrest® NextGen Pillow, the first hybrid pillow to have both memory foam and pocketed coil in the bedding industry.

Singapore, 14 May 2012 – Simmons launches the Simmons® Beautyrest® NextGen Pillow, the first and only pillow that has individually pocketed coil inside, and also memory foam encasement.

Simmons® Beautyrest® NextGen Pillow comprises of the winning combination of the comfort and conformability of memory foam and the support and durability that only pocketed coil springs can provide.

NextGen Memory Foam is heat and pressure sensitive and able to quickly mould to the shape of the head and neck. This would provide relief to pressure points especially to neck and shoulder muscles.

Pocketed coils, wrapped within the memory foam encasement, provides for an integrated comfort and support system that allows the pillow to adjust instantly to every movement and deliver a good feel of the pillow. The pillow would also remain soft and plump throughout.

Mr. Casey Teh, Managing Director of Simmons (SEA) Pte Ltd was proud to comment, “To enjoy a good night’s sleep, it is not only crucial to invest in a good bed, the pillow is just as important. This is an often overlooked factor amongst consumers. With the NextGen Pillow, I believe we have truly outdone ourselves again and crafted something of true comfort and functionality.”

Simmons® Beautyrest® NextGen pillows are available in three varying levels of firmness, soft, medium and firm. They are designed to suit people of different head shape, weight, built and sleep style. Equip with all the essentials to provide a good night’s sleep, the revolutionary Simmons® Beautyrest® NextGen pillow revolutionized the history of pillows.

Consumers can head to our Simmons Gallery to try out for themselves, the comfort and support of this revolutionary pillow design. The Simmons® Beautyrest® NextGen Pillow is exclusively available at all Simmons Gallery located at:

- Paragon #04-06/07 Tel: 6734 0660
- Marina Square #03-341/342 Tel: 6339 7966



- Park Mall #01-08/09/10 Tel: 6336 4233
- Tampines One #04-35 Tel: 6783 6933
- IMM #03-04 Tel: 6565 8311
- Simmons e-Shop <http://eshop.simmons.com.sg>

Retail Price of Simmons® Beautyrest® NextGen Pillow

Simmons® Beautyrest® NextGen 100 (Soft) – S\$290

Simmons® Beautyrest® NextGen 200 (Medium) – S\$330

Simmons® Beautyrest® NextGen 300 (Firm) – S\$370

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About Simmons (SEA) Pte Ltd

Simmons Bedding Company is one of the world's largest mattress manufacturers, based in Atlanta, USA. It was founded by Mr. Zalmon G. Simmons in 1870. Through its 140-year 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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