



SIMMONS (SOUTHEAST ASIA) PRIVATE LIMITED

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NEWS RELEASE

For the first time, first-in-the-industry, Simmons partners Audi Fashion Festival, bringing luxury sleep and "Beautyrest" to high fashion.

Embargoed till Singapore, 7th March 2013 - Leading premium US mattress brand, Simmons, partners Audi Fashion Festival (AFF), as the Official Beautyrest Partner, a never-before collaboration. For the first time and the first-in-the-industry, luxurious Simmons mattresses will be decked out at the chic AFF VIP lounge. VIPs will get the opportunity to sit, laze around and even lie down to experience true comfort of Simmons.

Simmons will showcase the newly-launched, stunningly designed mattresses from US, TruEnergy, Comforpedic and Beautyrest Black, Beautyrest Black Beyond. "We are honoured to be invited to be part of Audi Fashion Festival, a notable high-fashion event. AFF and Simmons share similar strengths, brand values and target audience, hence it is definitely synergistic. We are privileged to be part of this festival indeed." Mr Casey Teh, Managing Director of Simmons (SEA) Pte Ltd commented.

As a leading mattress brand and pioneer of innovation and creative design, Simmons' over 140 year old history is studded with many milestones that have revolutionised the sleep industry. The partnership with Audi Fashion Festival is yet another milestone, bringing Simmons branding to greater heights in luxury bedding.

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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 more than 140 years of heritage, Simmons has introduced technological innovations like the Beautyrest® Pocketed Coil® spring mattress, the Hide-A- Bed®, Non-flip mattress and HealthSmart™ bed.

Simmons is the maker of Beautyrest®, Beautyrest Black®, BackCare® and Connoisseur™, among others. Simmons is committed to constantly research, develop and create better beds to deliver better sleep and ultimately, help consumers achieve better quality of life. Simmons also continues to work closely with medical and industry experts to educate the public on the importance of quality sleep. Simmons is also the preferred hospitality partner amongst many world-renowned hoteliers amongst which include Westin Hotels, Starwood Group of Hotels, Resorts World Sentosa and Shangri-la hotels both locally and regionally.

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



LIVING LIFE FULLY CHARGED™



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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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Beautyrest

BackCare