



SIMMONS (SOUTHEAST ASIA) PRIVATE LIMITED

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NEWS RELEASE

A FIRST IN THE INDUSTRY, SIMMONS PARTNERS AUDI FASHION FESTIVAL AS THE OFFICIAL BEAUTYREST PARTNER TO CREATE A BED LOUNGE, EXCLUSIVELY BY SIMMONS.

Embargoed till Singapore, 15 May 2013 – Leading premium US mattress brand, Simmons, partners Audi Fashion Festival (AFF), as the Official Beautyrest Partner, a never-before collaboration. It is the first-ever collaboration to create a VIP bed lounge in a fashion festival. With the lounge adorned in Simmons Beautyrest mattresses, AFF VIP guests will get the opportunity to sit, laze around and even lie down to experience true comfort of Simmons. The Simmons bed lounge is set to let AFF VIP guests chill out and luxuriate, taking their time to also try the most premium model, Simmons Beautyrest Black mattress.

The fine details and exceptional design of the Simmons Beautyrest Black adds chic and luxury to the ambience. VIP guests, especially ladies in six-inched heels, will find sole comfort in recharging themselves while socialising at AFF. And the Simmons Beautyrest Black mattress could possibly be apple of thy guests' eyes for photo-opportunity for how often do we get to pose our photo shots lying down?

"We are pleased to be invited to this collaboration between Simmons and Audi Fashion Festival 2013. AFF and Simmons share similar strengths, brand values and target audience, hence it is definitely synergistic." Mr Casey Teh, Managing Director of Simmons (SEA) Pte Ltd affirmed. The partnership with Audi Fashion Festival is yet another milestone, bringing Simmons branding to greater heights in luxury bedding. It is also a new and creative platform that Simmons has embarked upon, in its continuous effort to support young upcoming talent in the arts.

End

Beautyrest BackCare

LIVING LIFE FULLY CHARGED™



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About Simmons (SEA) Pte Ltd

Atlanta-based Simmons Bedding Company is one of the world's largest mattress producers with more than 140 years heritage. Maker of Beautyrest® Beautyrest Black® BackCare® and Connoisseur™, among others, and preferred hospitality partner amongst world-renowned hoteliers, which include Westin Hotels, Starwood Group of Hotels, Resorts World Sentosa and Shangri-la hotels, Simmons is committed to constantly research, develop and create better beds to deliver better sleep. It is Simmons' goal 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. Simmons is committed to developing superior mattresses to promote a higher-quality sleep, helping ensure consumers around the world are truly Living Life Fully Charged™.

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