



SIMMONS (SOUTHEAST ASIA) PRIVATE LIMITED

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NEWS RELEASE

*Simmons Celebrates Latest Hotel Project Win With Its All-New Beautyrest Marina Bay Series.
It is Now Possible To Bring The Marina Bay Sleep Experience Home!*

8 June 2017, Singapore – Simmons celebrates its latest win of the hotel by Marina Bay hospitality project by launching the all-new Beautyrest Marina Bay Series into the consumer market. This new addition of hotel by Marina Bay is quite a feather in Simmons' cap as almost all the hotels by the Marina Bay is using Simmons mattress. These include Marina Mandarin Singapore, Mandarin Oriental Singapore, Fullerton Bay Singapore, The Fullerton Singapore, The Pan Pacific Hotel Singapore, Conrad International Centennial Singapore, Westin Singapore and The Ascott, Raffles Place.

"We have often received positive feedback and enquiries from hotel guests when they had a good night's sleep at these renowned hotels. So, when Simmons wins this recent hotel project, we want to celebrate this success by making similar mattresses available to our customers. We want to tell our customers that they can bring this Marina Bay Sleep Experience home now." said Mr Casey Teh, Managing Director of Simmons (SEA).

In Y2010, when Simmons won the Resorts World Sentosa project, a similar mattress was curated to celebrate the success. It took the market by storm. "Simmons is confident that this *Bring The Marina Bay Sleep Experience* story will create waves of resounding success, benefiting the consumers." added Mr. Teh.

Being the preferred mattress brand amongst top hoteliers, Simmons has strong affiliation with renowned hotels such as Marina Mandarin Singapore, Mandarin Oriental Singapore, Fullerton Bay Hotel, The Fullerton Singapore, The Pan Pacific Hotel Singapore, Conrad International Centennial Singapore, Westin Singapore, W Singapore, The Grand Hyatt, Resorts World Sentosa, and Shangri-la Hotel. The hoteliers' continued support



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(Cont'd) Simmons Celebrates Latest Hotel Project Win With Its All-New Beautyrest Marina Bay Series. It is Now Possible To Bring The Marina Bay Sleep Experience Closer To Home!

reflected their trust in Simmons in delivering structural integrity and durability in its product offering and most importantly, comfort and good night's sleep to the hotel guests. In celebrating the win and the launch, Simmons also rolled out the second online video content to hype up the awareness of Beautyrest Marina Bay Series. "Operation Get The Mattress" carries the pun of going extreme measures to get a good night's sleep.

Log <https://www.youtube.com/watch?v=7uOQheAX8iU&t=21s> to view.

Beautyrest Marina Bay Series is available in two models, namely the Marina Bay Signature and the Marina Bay Suite. Both models come with Simmons® Original Pocketed Coil®, renowned for its minimised motion transfer, maximum support and conformability for a night of uninterrupted sleep. Adding comfort to it, both models come with a pillow top to achieve a softer feel. Both of these mattresses are tested by the Cornell University Indentation Test and the 240-pound steel rollator test to ensure its' strength and durability.

Beautyrest® Marina Bay Series Prices:

Queen size Signature Promo Offer \$3,800 (RP\$6,699) – 29cm

King size Signature Promo Offer \$4,311 (RP\$7,599) – 29cm

Queen size Suite Promo Offer \$4,141 (RP\$7,299) – 31.5cm

King size Suite Promo Offer \$4,708 (RP\$8,299) – 31.5cm

The Marina Bay Series is available at Simmons Gallery, Simmons Studio, Leading Departmental Stores and Simmons Authorized Dealers. It is also available at Simmons E-shop for the first time. Log in at <http://www.simmons.com.sg/marina-bay-series/> to purchase.

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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 145 years of heritage. Maker of Beautyrest®, Beautyrest Black® and BackCare®, and also the preferred hospitality partner amongst world-renowned hoteliers,



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which include Westin Hotels, Starwood Group of Hotels, Resorts World Sentosa, Marina Bay Sands 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, ensuring consumers around the world are having A Rest Above The Rest.

Simmons (SEA) Pte Ltd

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