



SIMMONS (SOUTHEAST ASIA) PRIVATE LIMITED

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NEWS RELEASE

Simmons Southeast Asia celebrates 30 years in Singapore with the launch of a limited edition mattress - Beautyrest® Pearlescence

Singapore, Embargoed till 3 June 2023 - Simmons Southeast Asia (SSEA), set up in 1993, celebrates 30 years in Singapore. As a brand, Simmons was previously marketed by Getz Bros from the 1970s to 1992.

Standing steadfast amidst the test of time, Simmons is proud to be one of the leading premium bedding brands in Singapore as well as the preferred bedding brand amongst world renowned hoteliers.

In celebration of 30 years of unwavering support from both consumers and brand partners, Simmons has decided to launch a limited edition Pearl Anniversary mattress - Beautyrest® Pearlescence.

As Michelle Anne Ng, Senior Marketing Manager of SSEA puts it, "Reaching this Pearl Anniversary is an honour for the brand. We are grateful for the unwavering support that we have received over the past 30 years. As a testament of our appreciation, we have decided to launch Beautyrest® Pearlescence at a promotional price of \$3,030 (Queen). This is in view of the recent economic climate, especially with the inflationary pressures that consumers have to face. As an advocate for good quality sleep, we hope that this mattress will be a worthy investment that will enable consumers to step into the world of Simmons and enjoy the benefits of true uninterrupted rest."

Beautyrest® Pearlescence is available in Single to King size, starting from S\$1,530 (R.P S\$5,199). It is equipped with our iconic Simmons® Original Pocketed Coil® Technology which delivers a Do-Not-Disturb® benefit for an uninterrupted sleep. Specially crafted with Organic Cotton with Silver Ions, an environmentally-friendly fabric that offers a breathable and naturally soft feel, coupled with antibacterial properties. Additionally, Beautyrest®



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Pearlescence also has Ventilated Cool Foam and Smart Response Foam which provide superior support and relieve body pressure points whilst offering cooling comfort.

Driven by our passion for better sleep, Simmons hopes to bring a cool, uninterrupted rest to our consumers with an out-of-this-world mattress packed with benefits and a friendly price tag. Beautyrest® Pearlescence is available in all Simmons Gallery/Studio, department stores and authorised dealers islandwide (<https://simmons.com.sg/find-a-store/>). It is also available for online purchase at www.simmons.com.sg

Link to store and product images:

https://drive.google.com/drive/folders/1eNSIWUbPb412EQieFeHSH8XUfTbcGFkI?usp=share_link

About Simmons (SEA) Pte Ltd

For over 150 years, Simmons has been at the forefront of innovation and technology — enabling generations of individuals to experience deep and restful sleep like never before. That's because Simmons truly understands individuality, and reaches out to meet the unique needs of each and every person — and body type. Maker of Beautyrest®, Beautyrest Black® and BackCare® mattresses, Simmons is also the preferred hospitality partner amongst world-renowned hoteliers, which include Westin Hotels, Marriott Group of Hotels, Marina Bay Sands, Shangri-La hotels and Frasers Hospitality Group.

In Asia, the license to manufacture and distribute Simmons products is owned by Simmons Co. Ltd. Japan, a subsidiary of Nifco Inc., a plastic fastening company which is listed on the Tokyo Stock Exchange. Simmons Co. Ltd. Japan owns the perpetual license to 22 countries in Asia, including Singapore. Simmons edged its presence in Singapore in 1977 and in 1993, Simmons (SEA) was set up. Simmons Co. Ltd. Japan owns the perpetual licence to 22 countries in Asia, including Singapore. Simmons edged its presence in Singapore in 1977 and in 1993, Simmons (SEA) was set up.

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