



SIMMONS (SOUTHEAST ASIA) PTE LTD

100 Beach Road #14-07 Shaw Tower Singapore 189702

Tel: 6294 2278 Fax: 6293 0002 email simmons.sea@simmons.com.sg

www.simmons.com.sg Co. Reg. No.: 199303272D

SLEEP YOUR WAY TO PEAK PERFORMANCE WITH SIMMONS

Simmons Launches New Simmons Gallery at Marina Square to Bring Power Sleep to PMEBS

SINGAPORE, October 17, 2005

Simmons continues to advocate the importance of sleep to Singapore's Professionals, Managers, Executives and Businessmen (PMEBs) with the launch of another new Simmons Gallery at Marina Square. "The strategic location of Simmons Gallery at Marina Square helps bring us closer to our customers, ie. the PMEBS, who in our Y2001 sleep survey, found that 88% of them are sleep deprived and clocks an average of 6.6 hours of sleep," commented Mr. Casey Teh, Director of Simmons (SEA) Pte Ltd.

"As our customers are discerning in taste and lifestyle, Simmons takes the onus to continuously create and provide an ultimate shopping experience that commands trust, respect, heritage, service and privacy. This is particularly so for mattress industry as most of the time consumers are quite overwhelmed when it comes to mattress shopping," added Mr. Teh.

Simmons Gallery, Marina Square is not just set up to woo the working executives at the Marina area. As Simmons is a key mattress supplier to premium hotels in Singapore, almost all the hotels at the Marina area uses Simmons mattresses. "By having a store at Marina Square, tourists who have enjoyed a good night's sleep at the any of the Marina premium hotels can visit Simmons Gallery for more enquiries. This is another of our initiative to bring ourselves closer to our customers," said Mr. Teh.

Propelled by the success of the Simmons Gallery in Paragon, the new gallery at Marina Square replicates the revolutionary use of modern design appealing to the visual, audio, tactile and olfactory senses. The warm glow of the lights in the gallery accompanied by the soothing sounds of music and water makes the environment conducive for sleeping.

To cater to the discerning taste of professionals, managers, executives and businessmen (PMEBs) and tourists, Simmons Gallery, Marina Square boasts designs that are more exquisite, with an emphasis on exclusive materials and detailed patterns that appeal to this group of customers. Gone are the days when mattresses are placed on rows and rows of beds in a large store with huge signs of "No Resting" on each display. At Simmons Gallery, Marina Square, each product is set against a customised backdrop that would compel the consumers to feel relaxed and at ease to test out the product. Lest the customer is too embarrassed to try out the mattresses, the design of the gallery ensures that privacy is optimised through the use of creatively designed shields.

"It is important that our customers take their time and feel comfortable to lie down and test out the mattresses," explained Mr. Teh. "We strongly encourage our customers to lie down for a good 10 minutes to try out our mattresses and also to lie different sleeping positions to help them decide which mattress is most comfortable and provides good support for them. This is to ensure they are completely satisfied with the mattress. We always stress to customers don't just sit on the edge of the mattress or use your hands to press the mattress – it is a mistake which too many people often do," added Mr. Teh. At Simmons Gallery, customers will be assured that they will not be rushed to make a decision. "Our Simmons sales consultants will not rush our customers but will instead allow them to feel totally comfortable, allowing them to test every single mattress until they are satisfied," stressed Mr.



SIMMONS (SOUTHEAST ASIA) PTE LTD

100 Beach Road #14-07 Shaw Tower Singapore 189702

Tel: 6294 2278 **Fax:** 6293 0002 **email** simmons.sea@simmons.com.sg

www.simmons.com.sg Co. Reg. No.: 199303272D

Teh. "After all, the mattress you choose is going to be your sleeping partner for many years to come. So you must choose one very carefully."

The consumer will have an easier time to do exactly that at the new Simmons Gallery, Marina Square as every consideration is taken ensuring each customer maximum comfort and privacy. Explained Mr. Victor Low, the designer behind the concept plan of the gallery, from Axial and Planes Design International Pte Ltd, "The use of spatial layering and cocoons and the asymmetrical layout of the window displays and main feature area cleverly shield the private display of the individual mattress. Exotic backdrops, warm accent colours and straight, suspended and curved geometry ensures the perfect balance of hard and soft lines, making every element within the interior to be in place in its surroundings."

Additional Text for Magazine

With this new concept of purchasing mattresses, consumers can obtain maximum rest by choosing the best possible mattresses to suit their needs. To mark the opening of Simmons Gallery, Marina Square, customers can save up to \$1,100 in savings and a great workout with a free 3-month Fitness First club membership with every purchase of selected mattress.

Additional Text for Selected Dailies/Broadcast – Biz angle

"Our customers have indicated that they like privacy while testing out the mattresses and the success of the Simmons Gallery at Paragon can attest to that. Sales within the first quarter as compared to Y2004 1st quarter rose by almost 50%," said Mr. Teh. "An increase in advertising budget, new products catering to customers' needs and wants, good sales personnel and conducive shopping environment attribute to this increase." With Singapore's government call for greater focus in service, Simmons welcomes the move to further improve and initiate the ultimate mattress shopping experience in this industry. Simmons Gallery is the first-of-its-kind bedding boutique in the bedding industry, which started out in 1993. It has evolved along the way, moving with times to keep itself up-to-date, relevant and modern.

Mr. Teh joined Simmons (SEA) Pte Ltd in October 2004, and has since re-organised and re-aligned the company to be more streamlined, effective and customer centric. With more than 18 years of experience in the Sales and Marketing field for both Industrial and Consumer products, Mr. Teh brings with him almost 11 years of experience in various capacities at Black & Decker Asia Pacific Pte Ltd.

"From power tools to power sleep, my mission is still the same – strive to consistently deliver innovative products of premium quality and provide a unique customer experience with total satisfaction," summarised Mr. Teh.

Maker of Beautyrest®, BackCare® and Connoisseur®, Atlanta-based Simmons Company entered the Singapore market in 1977. In Asia, the license to manufacture, distribute and market Simmons is own by Simmons Japan Co., a full subsidiary of Nifco Group, a listed multinational company headquartered in Japan with a diverse business portfolio, which includes the Japan Times. Simmons (Southeast Asia) Pte Ltd, which was set up in 1993, reports to Simmons Japan and is the headquarters to 19 countries in Asia.

Maker of Beautyrest®, BackCare® and Connoisseur™, Atlanta-based Simmons Company entered the Singapore market in 1977. In Asia, the licence to manufacture, distribute and market Simmons is own by Simmons Japan Co., a full subsidiary of Nifco Group, a listed multinational company headquartered in Japan with a diverse business portfolio, which includes the Japan Times. Simmons (Southeast Asia) Pte Ltd, which was set up in 1993, reports to Simmons Japan and is the headquarters to 19 countries in Asia.



SIMMONS (SOUTHEAST ASIA) PTE LTD

100 Beach Road #14-07 Shaw Tower Singapore 189702

Tel: 6294 2278 **Fax:** 6293 0002 **email** simmons.sea@simmons.com.sg

www.simmons.com.sg Co. Reg. No.: 199303272D

Issued on behalf of:

Simmons (Southeast Asia) Pte Ltd

By:

mPower Marketing & Communications

For media enquiries, please contact:

Ikram Zainy or Dean Shams

Tel: 6227 1451

Email: ikram@mpowermc.com or dean@mpowermc.com

Or

Michelle Ng

Assistant Manager

Corporate & Marketing Communications

DID: 6290 9221

Email: michelle.ng@simmons.com.sg