



SIMMONS (SOUTHEAST ASIA) PRIVATE LIMITED

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NEWS RELEASE

Check-in to First Class Sleep & Take On The Bowling Ball Challenge at
Simmons' Resort-themed Booth 5E1-12 At Food & Hotel Asia 2014

Singapore, Embargoed till 8th April 2014 – Simmons, one of world's leading premium mattress brand and also the preferred the preferred bedding brand amongst renowned hoteliers has created a resort-themed booth to let customers and the likes of renowned hoteliers to check-in to experience first class sleep. While at the booth, guests are allowed to try their hands at the Simmons' signature Bowling Ball Challenge. This allows guests to witness the Simmons Do-Not-Disturb benefit.

"It is important for key decision makers of renowned hotels to experience this Simmons' signature Do-Not-Disturb sleep experience so that they will bring this sleep experience into their hotels to allow their hotel guests to recharge after a day's work or shopping/sightseeing and ultimately to enjoy their stay at the hotel. With the resort theme and the bowling ball challenge, we aim to help bring the message across that a good mattress plays an essential role in the entire hotel-stay experience," Ms Michelle Anne Ng, Marketing Manager, Simmons (SEA) reiterated.

The booth offers a reprieve as one takes in the scenic sight of the beach, enchants in the flow of water, recognise the scent of lilies to soothe one's five senses as one lies on Simmons mattress and feels the comfort. "At Simmons' resort-themed booth, you will truly experience Living Life Fully Charged™. To our guests, visit Simmons at 5E1-12 and recharge yourselves by experience the first class sleep we have to offer," added Ms Ng.

To drive home how one can be fully recharged by sleeping on Simmons, Simmons has taken the opportunity to display its pocketed coils. Guests will be invited to take part in the Bowling Bowl challenge, an advertising campaign that begun in 1995 and is synonymous with Simmons. "The bowling ball campaign successfully demonstrates the 'Do-Not-Disturb' difference with the concept of motion separation. The technology of the 'Do-Not-Disturb' difference means that when one sleeping partner tosses and turns, the other is not disturbed as each pocketed coil reacts independently to each motion. It also demonstrates how our coils provide the necessary support to our back by conforming to our body shape," stressed Ms Ng.

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"This demonstration is important as oftentimes, hoteliers would want to know why Simmons has a premium positioning amongst competitors. It drives home the message of Simmons Unique Selling Features and why it plays a role in providing hotel guests a good night of uninterrupted sleep that is so necessary for a traveller, being he/she is on business or leisure travel," Ms. Ng affirmed.

For the true experiential first class sleep and watch how the bowling ball is dropped onto the Simmons pocketed coils without dropping the bowling pins, visit Simmons booth at Hall 5 Booth 5E1-12.

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™.

Simmons (SEA) Pte Ltd

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