



For Immediate Release

A Tale of Two Beauties - In Beauty World, All You Need Is Beautyrest.

Simmons launches its inaugural arts sponsorship, a first in the bedding industry, to support local talents and musicals to make it a city of possibilities and as part of its corporate citizenship

6 September 2007 – Today, Simmons is proud to announce its partnership with WILD RICE in co-sponsoring the 20th Anniversary production of *Beauty World* to be held at Esplanade Theatre from 3rd January 2008. Simmons has creatively coined its sponsorship title as “Official Sleeping Partner” as a tongue-in-cheek manner to synergise with the light-hearted, cabaret *Beauty World* theme. It is also to deliver its message as key bedding partner to both business partners like Robinsons and Frasers Residences and our end consumers, who are the profile audience of *Beauty World*.

Beauty World and *Beautyrest* are two great brands that marry well. Like *Beauty World*, *Beautyrest* has been in Singapore for close to 30 years and has garnered the support of many consumers in Singapore. Simmons is pleased to be presented with this God-given opportunity to support the local arts scene, particularly a very successful brand of iconic musical, *Beauty World*.

Simmons sees this opportunity as a time to display our commitment to our society for making Simmons a successful brand in Singapore. As Mr. Casey Teh, Director of Simmons (SEA) Pte Ltd said, “We want to thank both our business partners and our consumers for their support and faith in Simmons brand. This is Simmons’ way of thanking all of you by contributing back to our society in a meaningful and relevant way, and that is through our sponsorship of *Beauty World*. Simmons is a company that believes every staff and individual is an asset and through our sponsorship, we want to help groom our local talents and promote local musicals and productions. We want to be part of our PM Lee’s echo of making Singapore, a city of possibilities.”

About Simmons

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 owned 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. Through its corporate philosophy of *Better Sleep Through Science*[™], Simmons is committed to the relentless pursuit of research and development to design superior quality mattresses and to ultimately deliver better sleep. The Company’s commitment to its cause is evident not only in its awareness campaigns to educate Singaporeans on sleep but also in its constant introduction of innovative sleep solutions. These solutions include the *Simmons BetterSleep*[™], *Simmons*[®] *BackCare*[®] Original Series that champions *Better Sleep Better Health*[™] by harnessing the health benefits of negative ions in some of its models and improve back support by up to 20 percent and the *Simmons BackCare Kids*[™], industry’s first juvenile mattress with *MoistureBan*[™] and *AllergyCare*[™] features.

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