



SIMMONS BEDDING & FURNITURE (HK) LTD

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Press Release

For Immediate Release

Simmons “Quilts-of-Love Warm Your Heart Campaign” Full support to the Annual International Elderly Day

Hong Kong, November 11, 2008 – Under the recent rapid economic downturn, cost control has become the key concern of many companies. Nevertheless, **Simmons Bedding & Furniture (HK) Ltd** continues to make positive contributions to the communities and put great effort on corporate social responsibility in Hong Kong. To support the upcoming annual “International Elderly Day”, Simmons organized a courtesy visit to the Hong Kong Sheng Kung Hui Tseung Kwan O Aged Care Complex today, in which Simmons donated brand new quilts and enthusiastic volunteers expressed their care and love to the elderly.

Simmons strives to advocate corporate social responsibility by integrated various charity actions such as visiting solitary senior citizens and fund-raising walks in order to arouse public awareness towards the elderly in need.

“We do not only contribute donation but also encourage staff including the frontlines in volunteering their time to charity since last year,” says Mr. Raymond Cheung, Director & General Manager of Simmons Bedding & Furniture (HK) Ltd. “It was glad that our heart-giving activities enhanced the peer-cohesion. Most proudly, we were endorsed as “Caring Company” this year by The Hong Kong Council of Social Service as recognition of our charitable effort.”

Mr. Cheung continued, “The aim of the visit is more than quilt donation. We hope to nurture a culture to respect and to care the elderly. We will keep promoting the idea by rolling out more voluntary activities in future. We hope those elderly-in-need can enjoy well-being senior years.”

Apart from people’s livelihood, environmental issue is also a fundamental concern to Simmons. An efficient system to support environmental sustainability has been incorporated in Simmons’s business operations since last January. The new system has integrated energy savings, papers reducing and recycling, as well as waste management. It also implements health and safety measurements to commit a safe workplace to all staff. Simmons has accredited the ISO 14001 environmental management system certification in June, which is a breakthrough in the retail industry.

About Simmons®

Simmons® was founded by American businessman Mr. Zalmon Gilbert Simmons in 1870. Dedicated to the brand’s philosophy of “Better Sleep Through Science.”, Simmons’s history of over a hundred years is marked by continuous research and innovation.

With the aim of improving sleep quality, Simmons unveiled the intimated relationship between mattresses and sleep quality, and the importance of uninterrupted sleep. A prime example is the Simmons® Beautyrest® Pocketed Coil Mattress. Its motion separation power and contour-fit support delivers quality, rejuvenating sleep.

As an initiative to better herself, Simmons Bedding & Furniture (HK) Ltd had established and implemented ISO 14001 environmental management system in 2008, which is a breakthrough in the retail industry. In the same year, Simmons was also awarded as “Caring Company” by The Hong Kong Council of Social Service to remark the superb contributions to the community.

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