

FOR IMMEDIATE RELEASE

QUINTESSENTIAL BY AQUEEN™ - a treat for your beauty sleep

“For you to sleep well at night, the aesthetic, the quality, has to be carried all the way through” – Steve Jobs

10 January, 2015 – Aqueen Signature introduces a new level of comfort - ‘Quintessential by Aqueen™’, a mattress specially designed in conjunction with sleep experts Slumberland, to bring a calming and relaxing sleep for our discerning guests. A luxurious mattress topper is added as a novelty item that provides a soft and supportive relief whilst sleeping.

‘Quintessential by Aqueen™’ mattresses feature a ComfortPlus pocket spring system that ensures unparalleled sleeping comfort with minimum disturbance. The unique motion separation conforms to the unique shape of the guest’s body providing support even while asleep. As such, guests can indulge in uninterrupted sleep throughout the night.

“Slumberland is one of the trusted industry innovators in sleep technology and we are honoured to work with them to deliver a product that not only improves guests’ sleep experience but also brings about greater productivity for our housekeeping associates”, says Mr Bernard Ng, Assistant CEO for Hospitality at Crescendas Hospitality Management.

Guests constantly rank the importance of sleep in reviews and Aqueen Hotels upholds its promise of delivering trustworthy products through continuous feedback, innovation and improvements, one of the brand personalities of Aqueen Hotels and Resorts. With the new mattresses in place, guests can expect restful sleep where they can release, unwind and relax. When guests enjoy good rest, their entire stay experience is uplifted; guests feel refreshed and rejuvenated for the day ahead, both business and leisure travellers alike.

The new 'Quintessential by Aqueen' mattress design also provides increased productivity and efficiency for our associates. During the changing of sheets, housekeeping associates no longer have to lift the heavy mattresses; the changing of sheets is limited to the topper which is lighter, putting less strain on the back. With the time saved in making the beds, this allows associates more time to focus on up-keeping other areas of the room and more rooms can be cleaned within the same time as well.

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About Aqueen Hotels & Resorts

Aqueen Hotels & Resorts is a chain of value hotels catered to business and leisure travellers and managed by Crescendas Hospitality Management. Aqueen Hotels currently has three properties conveniently located in Balestier Road, Jalan Besar and Lavender Street. Aqueen Hotel Lavender has been awarded a 'Certificate of Excellence 2013' and recognised as the 'Top 20 Trendiest Hotel 2012' by TripAdvisor. Aqueen Hotels & Resorts has a portfolio of three hotels throughout Singapore and it set to expand its presence in South Asia by 2015. Guests can unwind in contemporary and comfortable interiors while attentive staff provide discrete, genuine and efficient service, a unique Aqueen Experience.

For more information, visit aqueenhoteles.com

About Slumberland

Founded in England in 1919 by Mr. John Seccombe, Slumberland has evolved as the leader of sleeping comfort renowned for its quality range of products not only in Britain but also throughout the world. Slumberland has achieved its position as a premier international bed manufacturer after decades of hard work, innovation and strategic investment. Over the years, Slumberland is committed to developing new products that enable customers to enjoy better, healthier sleep. With



its breakthrough technology and relentless drive for quality, the brand is today the market leader in the premium bedding products.

Hilding Anders Asia Pacific Ltd owns the Slumberland brand in more than 20 countries across Asia. Hilding Anders Asia Pacific Ltd also owns 4 bedding manufacturing plants, one each in Malaysia, Thailand, and 2 in China, and a marketing office in Singapore. Hilding Anders Asia Pacific Ltd is a member of Europe's and Asia's leading manufacturer of beds and mattresses, the Hilding Anders Group, the world's largest bed and mattress supplier with the vision to provide consumers around the world with a good night's sleep.

For more information, visit slumberland.com.sg