



PRESS RELEASE

airweave launches new mattress topper in Singapore designed to provide better quality of sleep

Singapore – 22 March: Japanese premium bedding brand, *airweave*, is hoping to help Singaporeans get a better night's rest with the launch of its new mattress topper. The product was designed following in-depth sleep studies conducted with some of the world's leading research and teaching institutions.

Created with the side sleeper in mind, the new *airweave* mattress topper helps users roll-over easily mid-slumber, which correlates to a deeper, more restful sleep. It also features a temperature specific cover that helps maintain the optimal sleep environment. Deploying the latest Japanese technology, all *airweave* products are made of three-dimensional, entwined resin fibers, allowing air to occupy more than 90% of the internal material, which provides a unique breathable and permeable supportive and adaptable sleep surface.

"When we think of overall health and wellness, most people tend to overlook sleep as one of the most important factors. Getting enough sleep has many unexpected health benefits such as better mental health, rapid muscle toning, improved productivity and lower stress levels," said Mr. Takahiro Matsuda, CEO and President, *airweave*.

"New *airweave* is softer around the shoulder area to help maintain a straight body axis and enable easy turning over. Its high resilience properties allow it to move corresponding to the body while dispersing body weight. The covers and core material are washable and thus easy to keep clean. *airweave* mattress toppers are made of breathable material which can keep you cool in Singapore's humid weather," he added.

Founded in 2007 by Mr. Motokuni Takaoka, chairman of *airweave*, the company produces mattress toppers and pillows which allow for more restful slumber through its ergonomic design and high resilience, which help users increase their REM sleep and promotes growth hormone production that supports brain and muscle development as well as increases immunity.

Since 2014, *airweave* expanded internationally and opened its first flagship store in Manhattan's SoHo district. Its products are now available in the U.S., China, Singapore, HK, and Taiwan with plans to continue its global expansion.

In a recent study done with IMG Academy, USA, *airweave* has also proven it has possibility to improve athletic performance. With its quality, many top athletes became loyal users of *airweave* including Professional Golfer Bubba Watson, Asia's Number 1 Men's Tennis star Kei Nishikori and Ryan Lochte, Olympic gold medal-winning swimmer.

The new *airweave* mattress topper is available at Takashimaya Department Store and Isetan Scotts with prices ranging from SGD 1,180 for a single to SGD 2,670 for a super king.

For more information, and a full list of *airweave's* products, please visit www.airweave.sg

About *airweave*

Founded in 2007, *airweave*, a mattress brand, has been offering comfortable support for the best possible quality sleep. Just by laying on top of the pre-existing mattress, the scientifically supported ultra-thin mattress will bring more restful slumber through its ergonomic, breathable design, and high resilience which help users turn over more easily. *airweave* is proven to minimize strain on joints, reduce restlessness while sleeping and distribute weight evenly, all of which amount to a life-enhancing sleep experience that leaves people feeling invigorated and refreshed upon waking. In 2014, Motokuni Takaoka, the founder and chairman of *airweave*, brought his innovative Japanese technology to the United States via online sales, and in February 2015, *airweave* opened its first flagship store in Manhattan's SoHo district. *airweave* is available in other regions as well such as China, Singapore and Taiwan with further business expansions around the world being envisioned.

airweave is enhancing the daily life and athletic performance of its users, which include:

- Several-National Olympic Delegations including the United States, Austria, France, Germany, Switzerland and Japan. Nearly 33% of the medaling athletes at the Sochi 2014 Olympic Winter Games were members of Olympic Teams to which *airweave* supplied mattresses. In 2016 Rio Olympic Games, *airweave* will provide specially customized mattresses for Team USA athletes;
- Top amateur and professional athletes around the globe, including two-time Masters Champion Bubba Watson, U.S. Olympic Gold medalist ice dancers, Meryl Davis and Charlie White;
- Students at the Paris Opera Ballet School, where all beds in the dormitory are furnished with *airweave* mattresses;
- Students at The Royal Ballet School in London where *airweave* mattresses have been introduced to their younger students at White Lodge dormitory;
- More than 500 students of IMG Academy whose residence hall features *airweave* mattresses. (Sleep research has been conducted at the academy to measure the effect of *airweave* mattresses on individual athletic performance.);
- First and business class passengers of Japan Airlines international flights;
- Guests at high-end hotels, such as all diamond suites of Hotel Hermitage Monte Carlo, Andaz on Fifth Avenue and The Kitano New York.

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