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## Meowme Introduces Two New Products

(Los Angeles, CA, October 12, 2007) Meowme announces the debut of the new Sleepypod Mini mobile pet bed and the new Cloudpuff line of blankets at the Christmas Backer pet tradeshow in Chicago.

### **Sleepypod Mini**

Based on the award winning Sleepypod, the 13" Sleepypod Mini is scaled down to provide comfort to smaller pets up to 7 pounds at home or on the road. The Sleepypod Mini is more than just a bed, it's a lifestyle built to fit a pet's individual needs. At home or on the go, the Sleepypod Mini features an ultra plush fur bedding and a water repellent foam interior, designed to pamper the pet in his/her personal living space everyday.

### **Cloudpuff**

The Cloudpuff blanket is made from the softest polyester plush available. The suede-like backing and trim make the Cloudpuff a durable and luxurious blanket that can be used as an extra layer of padding or rolled up and used as a pillow. It will be available in two sizes; the 11"x13" Small is perfect for the Sleepypod Mini and the 16"x19" Medium is just right for the Sleepypod.

### **Background**

Increasing numbers of travelers wish to have their pet with them to maximize the pleasure of the vacation. Around 62 million people in America own dogs and 29 million of them take their dogs with them when they go traveling. Many cats and dogs associate travel with negative experiences, such as to the vet or kennel, causing undue stress and anxiety for pet and caregiver alike. The Sleepypod alleviates this problem by offering the most complete mobile bedding system on the market, changing the way small dogs and cats live and travel.

Pets need to feel safe and secure; something that doesn't happen when being forced into a confined space. The Sleepypod line of products, with their patented adjustable dome tops, easily accommodate the cat who likes his privacy as well as the dog who needs to be aware of her surroundings at all times. As the Sleepypod becomes a familiar and trusted part of the pet's life, traveling will become much easier and less stressful for everyone. To safely transport your pet in the car, simply wrap the seat belt around the Sleepypod and capture the shoulder belt in the top handle.

### **Awards**

The Sleepypod has won two coveted Editor's Choice Awards from both the trade magazine Pet Product News (August 2007 issue) and the consumer magazine Cat Fancy (December 2007 issue).

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The Sleepypod Mini and Cloudpuff will be available at [www.meowme.com](http://www.meowme.com) on November 1st. The Sleepypod mini is priced at \$125.00 and comes in 3 vibrant colors, Strawberry Red, Dark Chocolate and Sky Blue. The Cloudpuff is priced at 27.50\$ for the Medium size and 23.00\$ for the Small size.

The Sleepypod is currently available in 5 vibrant colors at [www.meowme.com](http://www.meowme.com) stores around the world.