



FOR IMMEDIATE RELEASE

Media contact: Jane Skuta
(213) 341-1088 ext 5
press@meowme.com

Meowme Joins Bark Buckle UP's Pet Safety Program

Even Fido and Fluffy need to buckle up for safety.

LOS ANGELES, Calif. —March 17, 2008—Meowme, makers of the award-winning Sleepypod, announces it has joined Bark Buckle UP in its program to promote pet safety while traveling with pets.

“Meowme is pleased to partner with a well-respected organization such as Bark Buckle UP,” says Meowme co-founder, Michael Leung. “Pet safety is paramount and Meowme keeps this caveat in mind as we strive to create innovative, well-designed, and functional products for pets that complement modern, on-the-go lifestyles to include Sleepypod, a mobile pet bed that can be strapped into any car seat by a standard seat belt.”

About Bark Buckle UP

Bark Buckle UP pet safety program is traveling nationally to teach and promote pet safety in automobiles and while traveling with pets. By teaching pet safety in and around automobiles the lives of pets are being saved.

Bark Buckle UP founder Christina Selter, a Pet Travel Safety Expert, has been featured nationwide in television, radio, and news articles. She has also been featured at international auto shows, pet expos, and guest speaking engagements. Christina works closely with fire and police personnel who support the safety program. “Just like ‘Click it or Ticket’ safety belts do save lives,” said Christina Selter.

Go to www.barkbuckleup.com for more information about Bark Buckle UP and its national pet safety program.

Travel with Safety and Less Stress in a Sleepypod

Most cats and dogs associate travel with negative experiences such as a trip to the vet or kennel. Sleepypod allows pets to travel in the pampered comfort of their own beds.

Travelers will appreciate the versatility of this 3-in-1 product that alleviates stress associated with uncomfortable confinement in hard, plastic boxes with limited visibility. Zip Sleepypod's mesh top onto the washable bed liner that is surrounded by luggage-grade ballistic nylon, strap the car seat-belt around Sleepypod, and Fluffy or Fido are ready to travel with safety in their own beds.

Whether it's a two-week vacation or an errand across town, you can bring your pet without putting up with a fuss since Sleepypod is a trusted part of your pet's life.

About Meowme

Meowme's inventive pet products are designed by three pet loving designers who strive to bring uncompromising style, comfort, and safety to pets at home and on-the-go. It is the creator of the award-winning Sleepypod pet bed/travel carrier. Awards include: *Cat Fancy* Editor's Choice Award 2007 (December 2007 issue) and *Pet Product News* Editor's Choice Award 2007 (August 2007).

Sleepypod is more than a bed, it's a lifestyle.

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For more information about Sleepypod or Meowme and its full line of products, visit www.meowme.com.