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Meowme Launches Cloudpuff Pet Blanket

Even Fido and Fluffy need guilty pleasures.

LOS ANGELES, Calif. —April 8, 2008—Meowme, makers of the award-winning Sleepypod, announces the launch of Cloudpuff, a blanket that pampers your pet with a sumptuous layer of comfort and coziness without sacrificing on quality and durability. Cloudpuff is a blanket made from the softest polyester plush available to soothe your pet. Its suede-like backing and trim enhance it with luxurious durability.

“We want our pets to be comfortable and we don’t want to sacrifice quality for indulgence.” says Meowme co-founder Michael Leung. “It will become you pet’s security blanket. Pets truly enjoy sleeping on the soft shearling—and that makes pet parents happy.” He adds, “Cloudpuff remains in step with the Meowme vision of providing products to baby your pet. Not only is the Cloudpuff blanket line the ultimate in softness it is also machine washable.”

Cloudpuff takes on double-duty when used as an extra padding or rolled up as a pillow. It is available in two sizes, Small (11" x 13") and Medium (16" x 19"), to seamlessly fit in your pet’s personal living space.

A Secure Blanket Fit for an Award-winning Sleepypod

A medium-sized Cloudpuff nestles like a dream into Meowme’s innovative Sleepypod mobile pet bed. Most cats and dogs associate travel with negative experiences such as a trip to the vet or kennel. Sleepypod allows pets to travel safely in the pampered comfort of their own bed.

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 seat-belt around the Sleepypod, and Fifi (or Fido) are ready to travel in their own bed. 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.

Cat Fancy and by *Pet Product News* awarded Sleepypod their prestigious Editor’s Choice Awards in 2007.

Pricing and Availability

Cloudpuff is priced at \$29.50 for size medium and \$24.50 for size small. It is available for sale at www.meowme.com and at fine pet retailers nationwide.

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).

Cloudpuff is more than a pet blanket; it’s a layer of comfort and coziness.

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