

Meowme Launches Air Mesh Hammock Bedding for Sleepypod Mobile Pet Bed Heat relief for Fido and Fluffy. Home sweet Sleepypod was never so sweet.

LOS ANGELES, Calif.—June 9, 2008—Meowme, makers of the award-winning Sleepypod mobile pet bed, announces the launch of Air Mesh. Air Mesh is hammock-like bedding invented to help a pet stay cooler in its own bed through seamless integration into the innovative Sleepypod mobile pet bed system.

Air Mesh is designed to suspend a pet about an inch off of the bottom of the base. It allows air to circulate around and below the pet, thereby keeping the pet cooler. Installation is as simple as zipping the shearling and foam bedding off the Sleepypod base and then zipping Air Mesh on the top of the inner zipper of the base. When not in use, Air Mesh can be stored under Sleepypod's foam bedding.

Air Mesh remains in step with the Meowme pledge to source high quality materials for its products. It is made from durable, polyester mesh fabric that is sturdy enough to hold the equivalent capacity of Sleepypod with its shearling and foam bedding which is up to 15 pounds in weight. The suggested retail price is \$29.50. Meowme also makes an Air Mesh for its smaller Sleepypod Mini that holds up to 7 pounds in weight. Its suggested retail price is also \$29.50.

Air Mesh Hammock + Sleepypod Warmer = a Four Seasons System

A pet is ready for the weather of any season in Sleepypod with its Air Mesh hammock bedding and with the Sleepypod Warmer accessory. The Warmer accessory is a low-wattage warming pad that slips beneath Sleepypod's plush bedding and can plug into standard U.S. and international outlets or into a car outlet.

“Sleepypod was created to enhance the lifestyle of a pet and its owner in any season when complemented with Air Mesh and with its Warmer accessory,” says Michael Leung, a co-founder of Meowme. “It was our intention to create a truly functional habitat for a pet that not only complements modern, on-the-go lifestyles, but in addition babies the pet with luxurious comfort and safety.”



About Sleepypod and its Benefits to Pet and Owner

Sleepypod was created with the active pet owner in mind. It is a mobile pet bed significant for its versatility as a three functions in one product: everyday bed, convenient carrier, and safe car seat.

Travelers will appreciate the versatility of this product that alleviates pet stress associated with travel and confinement in traditional, hard plastic boxes with limited visibility. Zip Sleepypod's easy in-out mesh top onto its plush, washable bed surrounded by a luggage-grade, waterproof, ballistic nylon carrier. Then attach the strap-on shoulder carrier for easy pet-carrying or fasten the car seat belt around it and a small pet is ready to travel in its own bed. Whether it's a two-week vacation or an errand across town, you can bring your pet without putting up with a stressful fuss since Sleepypod is a trusted part of your pet's life.

About Meowme

Meowme's innovative 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 and honors include: *Metropolitan Home Design* 100 (June 2008), *Cat Fancy* Editors' Choice Award (December 2007), and *Pet Product News* Editors' Choice Award 2007 (August 2007).

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For more information on Air Mesh, Sleepypod and its Warmer accessory, or Meowme, contact Jane Skuta at (213) 341-1088 ext. 5 or at press@meowme.com.