



FOR IMMEDIATE RELEASE

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

Sleepypod to Introduce “Blossom Pink” Sleepypod at SuperZoo in Las Vegas
15 Percent of Profits will be Donated to Breast Cancer Awareness and Research Charities

LOS ANGELES, Calif.—September 4, 2008—In anticipation of the breast cancer awareness month of October, Sleepypod, the manufacturer of products designed to “baby your pet,” announces it will introduce a “blossom pink” version of its award-winning Sleepypod mobile pet bed at SuperZoo, the national show for pet retailers, on September 9 in Las Vegas.

15 percent of the profits of sales of the blossom pink Sleepypods will be donated to breast cancer awareness and research charities. Donations will be ongoing and not limited to the month of October alone.

“October is breast cancer awareness month and Sleepypod is taking action,” says Melony Lee, a co-owner of Sleepypod. “Beginning in October, a portion of the profits from sales of the blossom pink mobile pet beds will be donated to various breast cancer awareness and research charities in the hopes of making progress toward the road to recognition and recovery of this insidious disease.”

“This is our commitment,” says Lee. “We at Sleepypod are privileged for the opportunity to support the various charities whose mission is breast cancer awareness and research.”



Breast Cancer Statistics

According to the Centers for Disease Control and Prevention, not counting some kinds of skin cancer, breast cancer in the United States is the most common cancer in women, no matter your race or ethnicity. It is the most common cause of death from cancer in Hispanic women. Also, it is the second most common cause of death from cancer among white, black, Asian/Pacific Islander, and American Indian/Alaska Native Women. Men can also get breast cancer, though it is not as common in men as in women. For every 100 cases of breast cancer, less than one are in men. For more information and statistics on breast cancer go to: www.cdc.gov/CANCER/breast_info/facts.htm.

About Sleepypod Mobile Pet Bed 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. Sleepypod Mini is a smaller version that can be stowed beneath an airline seat.

Travelers will appreciate the versatility of this product that alleviates pet stress associated with travel and confinement in traditional, hard boxes with limited visibility. Zip Sleepypod’s easy in-out mesh top onto its plush, washable bed surrounded by luggage-grade, waterproof, ballistic nylon carrier. Then attach the strap-on shoulder carrier for easy carrying or fasten the car seat around its belly 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 Sleepypod

Sleepypod’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 mobile 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).

###

For more information on Sleepypod’s blossom pink Sleepypod mobile pet bed or any of its products designed to baby your pet, contact Jane Skuta at (213) 341-1088 ext. 5 or at press@sleepypod.com.