



FOR IMMEDIATE RELEASE  
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**Ugly Pet Bed Contest announced because ... we all need a little distraction from the news headlines. (Sigh.)**  
Design Milk partners with Mod-Dog and Moderncat to find the ugliest pet bed. Winner to receive a Sleepypod.

LOS ANGELES, Calif.—October 2, 2008—Mortgage Crisis, Partisan Politics, Bailout Plan, Nuclear Weapons Programs, Wall Street Chaos ... the news headlines alone are enough to send you running for cover to a safe and cozy little *Sleepypod*? Too bad the ultra-stylish and plush surroundings of the award-winning mobile pet bed that is Sleepypod do not come in a human-sized version.

Until then, your four-legged best friend has an opportunity to snatch a free Sleepypod in an Ugly Pet Bed Contest brought to you by Design Milk, Mod-Dog, and Moderncat. The second-place winner will receive a print courtesy of Mod-Dog.

Sleepypod samples:



Mod-Dog print samples:



**Ugly Pet Bed Contest Details**

To enter: Send a photo of your pet's ugly, gross, disgusting, hideous, gnarly bed OR the pathetic place your pet currently uses as a bed. Both cat and dog owners are welcome to enter the contest.

Photos should be e-mailed to [info@design-milk.com](mailto:info@design-milk.com) with "Sleepypod Contest" as the subject line. Note that Sleepypods are currently designed for pets weighing up to 15 pounds. Design Milk, along with Moderncat and Mod-Dog will narrow the entries down to a select few. Readers of all three blogs will then vote on Design Milk to determine the first and second place winners. The winner will be announced in a future post on Design Milk.

Contest begins on October 1, 2008 and ends on October 31, 2008. Voting will then occur. The winner and runner-up will be announced no later than November 30, 2008. Additional contest details can be found on any of the participating sites: [www.design-milk.com](http://www.design-milk.com), [www.mod-dog.com](http://www.mod-dog.com), [www.moderncat.net](http://www.moderncat.net), [www.sleepypod.com](http://www.sleepypod.com).

**About Sleepypod**

Sleepypod is the maker of the award-winning Sleepypod mobile pet bed and its four seasons system of mobile pet bed accessories to include Air Mesh hammock bedding, plug-in Warmer unit, car adaptor plug for the Warmer unit, and Cloudpuff pet blanket. 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).

**About Design Milk**

Design Milk ([www.design-milk.com](http://www.design-milk.com)) is a blog dedicated to art and design edited by Jaime Derringer, a San Diegan artist and design enthusiast. Jaime began Design Milk in 2006 as a creative outlet and since then it has become one of the most popular design blogs.

**About Mod-Dog**

Mod-Dog | Modern Art for Modern Pets—[www.Mod-Dog.com](http://www.Mod-Dog.com) features a collection of fine art prints and notecards with a distinctively modern flair. The Mod-Dog Blog ([www.mod-dog.com/blog/](http://www.mod-dog.com/blog/)) is the style guide for the modern pet. From fine art to fun new toys, from high-end design to gifts for the dog-lover, Mod-Dog brings you the hottest new trends in pet-centric fashion, decor, book reviews, videos, shopping and more.

**About Moderncat**

Moderncat.net is a comprehensive design-oriented resource of products and information for living with cats in a modern home. Featuring product reviews, DIY projects, a photo gallery, and much more, [www.moderncat.net](http://www.moderncat.net) is the best online source for design-conscious cat owners.

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