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Sleepypod Garners Second Consecutive *Cat Fancy* Editors' Choice Award

Sleepypod Mini, a Smaller Version of the Sleepypod Mobile Pet Bed, Achieves Award from *Cat Fancy* Editors

LOS ANGELES, Calif.—October 29, 2008—For the second consecutive year, *Cat Fancy* Editors have awarded its Editors' Choice Award to a Sleepypod product. Sleepypod Mini, a smaller version of the innovative Sleepypod mobile pet bed, achieved this year's award.

"We at Sleepypod are grateful for the confidence that the *Cat Fancy* editors have in our products," says Sleepypod co-owner and co-designer, Michael Leung. "This year's Editors' Choice Award winner, Sleepypod Mini, was a natural evolution from the larger, original version and last year's winner of the same award."

Sleepypod Mini is a mobile pet bed for the small pet. It is significant for its versatility as a three-functions-in-one product: everyday bed, convenient carrier purposely designed to fit under an airline seat, and safe car seat. "What differentiates Sleepypod Mini from the original Sleepypod is its ability to fit comfortably below an airline seat, thereby making a functional product even more purposeful," says Leung.

What is a mobile pet bed?

A mobile pet bed is both a pet bed and a carrier. Sleepypod is unique to the market in that it is a pet bed consisting of ultra plush bedding surrounded by a luggage-grade ballistic nylon base. The bed easily becomes a carrier by zipping a mesh dome around the base and attaching a shoulder strap. In a car, Sleepypod Mini becomes a safe car seat for a pet by securing a lap belt through a loop and a shoulder belt through the handle. Aboard an airplane, Sleepypod Mini fits comfortably under an airline seat. On the road and at your destination away from home, a pet remains in its own bed through the entire journey.



Stress-free Travel

Many cats and dogs associate travel with negative experiences such as a trip to the vet or kennel. Sleepypod Mini allows a pet to travel safely in the comfort of its own bed, thereby reducing stress associated with travel because Sleepypod Mini is already a trusted part of your pet's life.

Four Seasons System of Accessories for Climate Control

Sleepypod Mini can be augmented with a four seasons system of accessories to include Air Mesh hammock bedding to help keep a pet cool in warmer climates, a plug-in Warmer unit that slips below the Ultra Plush bedding to help keep a pet warm in cooler climates, a car adaptor plug for the Warmer unit adds maximum travel comfort, and Cloudpuff pet blanket.

About Sleepypod

Sleepypod's innovative 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 multiple award-winning Sleepypod mobile pet bed. Awards and honors include: *Metropolitan Home Design* 100 (June 2008), *Cat Fancy* Editors' Choice Award (October 2008 and December 2007), and *Pet Product News* Editors' Choice Award (August 2007).

About Cat Fancy

The world's leading cat publication, *Cat Fancy* has been the authority for cat lovers for more than 40 years. Celebrating the human-feline bond, the magazine informs responsible cat owners with the information they need to help their cats live long, healthy, happy lives. It entertains sophisticated cat enthusiasts with stories about the feline impact on lifestyle and culture. It also advocates the welfare of all felines, including pedigreed, shelter, stray, feral and non-domesticated species.

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For more information about Sleepypod and any of its products designed to "baby your pet" contact Jane Skuta at (213) 341-1088, ext. 5.