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Sleepypod to Introduce Crater Dot

A Contoured Pet Lounge for the Tough Pet Tasks of the Day

Los Angeles, Calif.—September 20, 2009—Sleepypod, maker of the eponymous, multiple award-winning mobile pet bed, announces it will introduce Crater Dot at the H.H. Backer 43rd Annual Christmas Trade Show & Educational Conference in Chicago, Ill. on October 2-4.

Crater Dot is a contoured lounge for your pet. “We created Crater Dot to be a relaxing pet lounge equivalent to a stylish sofa or modern recliner for humans. The clean lines of this design are inspired by organic shapes from nature. The contoured 3-D dish allows pets to have something to lean against and settle into. Pets love to have their own space, while at the same time, keeping a close eye on their owners. The portable Crater Dot can be placed wherever pet owners are working or relaxing and their pets will always be nearby,” says Melony Lee, one of Sleepypod’s three co-owners and product designers.

For greater functionality, Crater Dot is comprised of two parts: a Crater Lounge and a Plush Dot center. The Crater Lounge is the foam base for the removable Plush Dot. Each component is hand washable for easy cleaning. The Plush Dot center is available in three colors to suit your décor and/or mood: Mossy Green, Lunar Gray, and Blossom Pink.

As an option, the pocket in the base can hold an electrical Warmer Pad to help keep a pet extra cozy. The Warmer Pad, designed to maintain a temperature of 102 F, plugs into a household electric outlet or an auto electric outlet. The Warmer Pad is the same unit designed for use in the Sleepypod mobile pet bed and is sold separately as part of the Sleepypod Warmer Kit.



Crater Dot is recommended for use on the floor, sofa, or any flat surface.

Features

- Contoured foam shape
- Hand washable
- Can be used with the separately sold Sleepypod Warmer Kit (includes Warmer Pad, Warmer Adapter, and Warmer Car Adapter)
- Grommet for easy hanging storage

Specifications

- Crater Lounge: 19.3 x 22 x 1.5 inches (49 x 56 x 4 centimeters), 1 pound 7 ounces (650 grams)
- Plush Dot: 16 inches in diameter (41 centimeters), 3 ounces (100 grams)
- Available Plush Dot colors: Mossy Green, Lunar Gray, Blossom Pink

Price

The suggested retail price for Crater Dot is \$73.99. Sleepypod’s online store, along with a list of stores carrying Sleepypod products can be found at <http://sleepypod.com/wheretobuy>.

About Sleepypod

Sleepypod’s vision is to create innovative, well designed, and functional products to complement, modern, on-the-go lifestyles. Sleepypod is the creator of the multiple award-winning Sleepypod mobile pet bed. Awards and honors include: Bark Buckle Up Pet Safe Choice (2009), *Metropolitan Home* Design 100 (June 2008), *Cat Fancy* Editors’ Choice Award (2008 and 2007), and *Pet Product News* Editors’ Choice Award (2007).

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