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Introducing White Ultra Plush Bedding

Sleepypod makes it personal. You asked and we responded.

Los Angeles, Calif.—March 26, 2010—Sleepypod today introduces White Ultra Plush Bedding, an optional accessory for its award-winning line of Sleepypod mobile pet beds.

“Our customers asked and we are responding to their requests for more options to personalize their Sleepypod mobile pet beds,” says Michael Leung, one of Sleepypod’s co-owners and product designers.

“Pet owners have already embraced the Warmer Kit and Air Mesh bedding accessories that offer climate control,” Leung continues. “Still, they are looking for even more ways to personalize their Sleepypod mobile pet beds. Adding a white, furry bedding option to our line is the next logical step in providing our customers with a way to give their Sleepypods individual character.

“We are fortunate to have forged connections and great communication with our customers,” adds Leung. “Their feedback is a crucial element in our design and decision-making processes.”

White Ultra Plush bedding, available in medium and mini size, is made of machine washable, 100% polyester ultra plush. It can be purchased in the retail section of Sleepypod’s web site, www.sleepypod.com, and at select pet boutiques and online retail stores. The new bedding will also be available at booth 1405 at the Costa Mesa Pet Expo in Costa Mesa, Calif. on April 16-17.

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 that easily becomes a carrier by zipping a mesh dome around the base and attaching a shoulder strap. In a car, Sleepypod 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.



Safe Car Seat

Sleepypod takes pet safety seriously and that is why it has gone to the lengths of crash-testing its line of Sleepypod mobile pet beds. As a result of testing, Sleepypod has improved the safety features on their products to help keep pets more secure in an automobile.

Stress-free Travel

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

Four Seasons System of Accessories for Climate Control

Sleepypod 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 standard Ultra Plush bedding to help keep a pet warm in cooler climates, a car adaptor plug for the Warmer unit to add maximum travel comfort, and Cloudpuff pet blanket.

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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