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Sleepypod Uploads New Visual Tours of its Products Redefined Pet Products are Clearly Defined

Los Angeles, Calif.—April 29, 2010—Sleepypod, a Los Angeles-based company known for redefining pet products, recently uploaded new visual tours of its innovative pet products to the “videos” section of the company website, www.sleepypod.com. The visual tours demonstrate, for consumers, distinctive features of the following Sleepypod products that render modern interpretations of traditional pet products: Sleepypod mobile pet bed, Sleepypod Air in-cabin carrier, Crater Dot pet lounge, and Cloudpuff pet blanket.

Tour highlights of Sleepypod mobile pet bed include:

- using Sleepypod as an everyday pet bed, carrier, and safe car seat;
- installing the optional Air Mesh hammock bedding; and
- inserting the optional Warmer Pad for use with a wall adapter or an auto adapter.

Tour highlights of Sleepypod Air in-cabin carrier include:

- using Sleepypod Air as an in-cabin carrier, as a bed away from home, and as a safe car seat;
- compressing Sleepypod Air from 22 to 16 inches in length;
- securing Sleepypod Air to your luggage with the trolley pocket feature; and
- inserting the optional Warmer Pad for use with a wall adapter or an auto adapter.

Tour highlights of Crater Dot pet lounge include:

- removing the plush dot component for easy cleaning; and
- inserting the optional Warmer Pad for use with a wall adapter or an auto adapter.

Tour highlights of Cloudpuff pet blanket include:

- view the size differences within the Cloudpuff line of pet blankets; and
- view the washable, soft plush and suede-like backing in close detail.

DVDs are available for stores interested in displaying the visual tours.



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: *Pet Business* Industry Recognition Award (2009), 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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