



FOR IMMEDIATE RELEASE

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## Sleepypod Products are Editors' Choices in 2011

Pasadena, Calif.—December 19, 2011—Sleepypod®, a Pasadena-based company recognized for redefining pet products, today announces Sleepypod Atom pet carrier, Yummy Travel Bowls, Sleepypod Atom pet carrier, and Sleepypod mobile pet bed earned the following awards and honors in 2011:

- **Sleepypod Atom** earned *Cat Fancy* Editors' Choice Award, *Dog Fancy* Editors' Choice Award, *DogSport Magazine* Top Pick Product
- **Yummy Travel Bowls** earned *Dog Fancy* Editors' Choice Award and *Pet Product News International* Editors Choice Award
- **Sleepypod Air** earned *Modern Dog* Staff Pick Award
- **Sleepypod** earned *LIFE + DOG* Best in Show and *Susie Homemaker™* Seal of Approval for Quality and Excellence

### Editors on Sleepypod Atom

*Cat Fancy* says, "Along with the sturdy construction and bright color, the Sleepypod Atom has several convenient compartments, and the criss-cross handle makes transporting your cat easier than a traditional carrier. The fact that it's airline-approved is a big plus."

*Dog Fancy* says, "Whether traveling by plane, train, or automobile, Sleepypod has the carrier to keep your small pooch covered. The Atom not only fits beneath a wide range of seats, but it has seatbelt straps on two sides that transform it into a safe car seat. You and your dog can breathe easier when he's inside the carrier, too — it features mesh panels on three sides for better ventilation."

### Editors on Yummy Travel Bowls

*Dog Fancy* says, "As much fun as traveling with dogs can be, bringing their food and water along for the journey means high mess potential. Thankfully there is Yummy Travel Bowls. The innovative design of this three-in-one product lets you store, transport and serve food and water at the same time without the worry of spilling or mixing the two. Adding to its convenience, Yummy Travel Bowls is safe to use in dishwashers, freezers, and microwaves."

### Editors on Sleepypod Air

*Modern Dog* says, "Sleepypod has designed the most comfy and efficient carrier for your dog. Bring your little furry friend with you from the car to the plane and anywhere in between, while keeping your companion safe and relaxed."

### Editors on the Sleepypod mobile pet bed

*LIFE + DOG* says, "The mobile pet bed by Sleepypod epitomizes the qualities of a *LIFE + DOG* Best in Show Product with the ability to achieve extreme utility while not sacrificing design. It's a product perfect for every small dog lover looking to integrate their canines into their contemporary life."





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### **About Sleepypod**

Sleepypod, based in Pasadena, Calif., is a pet products company recognized for redefining pet products. Sleepypod's vision is to create innovative, well designed, and functional products to complement modern, on-the-go lifestyles.

Bold and functional, Sleepypod products are clever enough to have won a slew of awards and stacks of praise from veterinarians, pet industry experts and media, even earning a spot in the *Metropolitan Home* "Design 100" alongside iconic products like the iPhone and the Smartcar. Thoughtful design features transform ordinary pet products from insipid to inspired.

Busy pet-owner lifestyles demand pet products that are not only versatile but also exceptional enough to baby the pets that mean so much to us. Sleepypod understands the importance of pets in their owners' lives and that's why we take pet safety seriously. With a pet's well-being in mind, careful and caring attention to every detail has been placed into each product from the crash-testing of the Sleepypod line of mobile pet beds for safety testing of the car seat function to the use of FDA food grade, BPA-free silicone in the Yummy Travel Bowls.

### **Links to Media Named Within Release**

*Cat Fancy* [http://www.catchannel.com/cfcc\\_portal.aspx](http://www.catchannel.com/cfcc_portal.aspx)

*Dog Fancy* [http://www.dogchannel.com/dfdc\\_portal.aspx](http://www.dogchannel.com/dfdc_portal.aspx)

*DogSport Magazine* <http://www.dogsportmagazine.com/>

*LIFE + DOG* <http://lifeanddog.com/>

*Modern Dog* <http://www.moderndogmagazine.com/>

*Pet Product News International* <http://www.petproductnews.com/>

*Susie Homemaker* <http://www.susiehomemaker.com/>

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