



FOR IMMEDIATE RELEASE

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Sleepypod's Clickit Utility Harness is 2013 Top Performing Pet Safety Harness in Groundbreaking Study by Subaru and the Center for Pet Safety

In a collaborative study that shows many car safety restraints to be unsafe, overall results of tested harnesses indicate that Clickit Utility harness by Sleepypod is the clear top performer.

Pasadena, Calif.—October 3, 2013— Sleepypod®, a pet products company known for reinventing pet products through innovative design, today announces its Clickit™ Utility dog safety harness was named the 2013 Top Performing Pet Safety Harness in a [Subaru of America, Inc.](#) and [Center for Pet Safety](#) (CPS) collaborative study to test the effectiveness of pet harnesses marketed with safety claims.

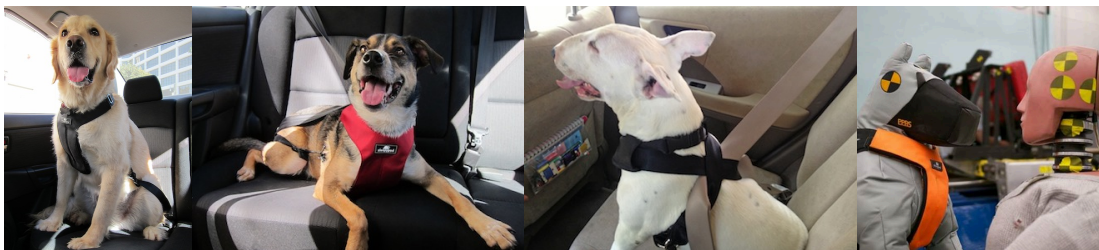
CPS designed the first of its kind pet harness study that included crash testing as one of its measures. Pet harness crash tests mirrored the test used for determining the effectiveness of child restraint systems for autos. Sleepypod's Clickit Utility was identified as the clear top performer because it was the only harness tested to consistently keep the crash test dog from launching off the seat and the only restraint deemed to offer substantial protection to all passengers, including a dog, in the event of an accident. View the Subaru and Center for Pet Safety final summary of the Harness Crashworthiness Study at <http://centerforpetsafety.org>.

“Sleepypod appreciates the efforts of Subaru and the Center for Pet Safety to conduct this study on behalf of pet owners,” says Michael Leung, a Sleepypod owner and product designer. “Testing for product effectiveness is an essential component in Sleepypod's design process and this study affirms Sleepypod's six year commitment to researching and developing pet safety restraints, beginning with our very first pet carrier.” View videos of Sleepypod's research and testing at <http://sleepypod.com/safety>.

Unlike typical pet safety harnesses which are one-point in design, Clickit Utility is the world's first three-point dog safety harness. Similar in concept to the three-point seatbelt federally required in all vehicles, Clickit Utility's three points of attachment absorb force in a frontal collision by dissipating energy and keeps the dog in the car seat during impact.

“The three-point design not only diminishes the opportunity for collision with parts of the vehicle and passengers, it also reduces the chance for traumatic injuries associated with one-point dog safety harness designs that either catapult a dog's upper torso forward into anything in it's path like front seats, passengers, and even windows, or submerge the dog meaning to catapult the dog's lower torso forward and concentrate the damaging forces onto the dog's torso or even the neck,” explains Leung.

Clickit Utility was designed as a versatile safety harness that can be used as a three-point harness in the rear passenger seat and also as a two-point safety harness in the cargo portion of an SUV. The Center for Pet Safety tested Clickit Utility for effectiveness in its three-point application. For more information about Clickit Utility dog safety harness, go to <http://sleepypod.com/clickit>.





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Pet Passenger Restraint System

Sleepypod dog harnesses and pet carriers use Pet Passenger Restraint System™ (PPRS) technology. PPRS is a safety system designed to securely fasten pets in automobile seats during a sudden stop or collision. Each PPRS is put through stringent safety tests to include static material tensile testing and dynamic crash testing. Sleepypod PPRS offers a significantly safer way to travel for pet and human passengers alike. PPRS is part of the Sleepypod Safety Program that requires each Sleepypod product meet the highest standards for safety in order to reduce pet exposure to possible hazards.

About Sleepypod

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 safety is our priority. To protect the joy of driving with pets, Sleepypod crash tested its entire line of dog harnesses and pet carriers at the standard set for child safety restraints. From the FDA food-grade, BPA-free silicone in Yummy Travel Bowls to the 100 percent organic Little Germs line of cleansers, Sleepypod devotes careful and caring attention to every detail in each product. 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. For more information about Sleepypod, go to <http://sleepypod.com>.

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