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Sleepypod Crash Test Dog is a Crash Test Hero in New Smithsonian Channel Documentary, “CRASH TEST HEROES: THE DUMMY REVOLUTION”

Pasadena, Calif.— July 10, 2014—Sleepypod today announces the company’s first crash test dog, MAX, appears in the Smithsonian Channel documentary, “CRASH TEST HEROES: THE DUMMY REVOLUTION.”

According to the documentary, crash test dummies, “bring the reality of car crashes and save lives.” MAX appears in the documentary to illustrate how each member of the family, to include the family dog, has a dummy that evolved to demonstrate the risks of automobile crashes on passengers. On the crash test dog, the documentary states, “and while he may look cute, he serves as a sober reminder that unrestrained, even a small dog can become a deadly missile.”

Find the viewing schedule for “CRASH TEST HEROES: THE DUMMY REVOLUTION” on the Smithsonian Channel web site at <http://www.smithsonianchannel.com/sc/web/show/3393520/crash-test-heroes-the-dummy-revolution>. The full documentary may be streamed for viewing by downloading the Smithsonian’s free app for mobile devices at <http://www.smithsonianchannel.com/sc/web/ways-to-watch>.



About MAX

MAX is made of an automotive grade vinyl and sewn together with heavy-duty military grade bonded thread. He is filled with medium density foam and centrally weighted with copper for more accurate testing. These textiles were chosen for their durability and to withstand battering in simulated car crash testing. There are two MAX dummy dogs, MAX 1 weighing 12 pounds and MAX 2 weighing 6 pounds. MAX 1 appears in “CRASH TEST HEROES: THE DUMMY REVOLUTION.”

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 top 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 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 innovative, 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>.