



FOR IMMEDIATE RELEASE

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Blue is Beautiful in 2014 According to Sleepypod, Adding Unique Robin Egg Color to Select Pet Product Lines

Sleepypod adds its popular Robin Egg color to Sleepypod, Sleepypod Air and Clickit Sport lines for a limited time.

Pasadena, Calif.—July 21, 2014—Sleepypod® today announces it has added its popular Robin Egg color to its Sleepypod, Sleepypod Air and Clickit Sport lines for a limited time.

“Blue is beautiful in 2014,” says Melony Lee, Sleepypod co-founder and lead visual designer. “Customers continue to snap up our Sleepypod Atom in the unique Robin Egg color at an increasing rate, so we’ve added this gorgeous hue to select product lines.”

Until today, the Sleepypod Atom metro pet carrier was the singular product offered by Sleepypod in the Robin Egg color. The [Sleepypod](#) mobile pet bed and [Sleepypod Air](#) pet carrier in Robin Egg are available for immediate purchase in Sleepypod’s online store. Beginning October 1 in the online store, the newly unveiled [Clickit Sport](#) dog safety harness will be available for purchase.



Manufacturer Suggested Retail Prices

- Sleepypod: \$179.99
- Sleepypod Air: \$159.99
- Clickit Sport: Small \$64.99, Medium \$69.99, and Large \$74.99

Availability

- Sleepypod: available now in Sleepypod’s online store, for a limited time
- Sleepypod Air: available now in Sleepypod’s online store, for a limited time
- Clickit Sport: available October 1 in Sleepypod’s online store, for a limited time

About Clickit Sport Dog Safety Harness

Visually intuitive, Clickit Sport is packed with state of the art technology that is the result of a dedicated 2½-year engineering effort by Sleepypod’s design team. A patent pending Infinity Loop webbing design works in combination with a padded vest to distribute and reduce damaging forces that can cause injury. Clickit Sport comes with three points of contact for the most advanced pet safety restraint technology. The three points of contact reduce forward and lateral movement in the event of a collision or sudden stop, protecting a pet that can become a deadly missile that potentially endangers human passengers. Clickit Sport even adapts to the everyday needs of your pet. When outside of the car, it can be used as a walking harness. Also, reflector strips have been added to improve its visibility at night.



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About Sleepypod Mobile Pet Bed

The Sleepypod mobile pet bed is a pet carrier, crash-tested car seat, and pet bed. Ultra plush bedding surrounded by a luggage-grade, ballistic nylon base forms the bed that easily becomes a carrier by simply zipping on its mesh dome. In a car, the crash-tested Sleepypod becomes a safe car seat. On the road and at your destination away from home, a pet remains in its own bed through the entire journey. 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 pad that slips below the standard Ultra Plush bedding to help keep a pet warm in cooler climates, a car adaptor plug for the Warmer pad to add maximum travel comfort, and Cloudpuff pet blanket.

About Sleepypod Air Pet Carrier

Sleepypod Air a multiple award-winning pet carrier that fits on Sleepypod's Sidekick pet carrier bike rack. It is also a crash-tested car seat, and pet bed away from home. A patent pending folding system allows pets to travel in the largest possible space while the airplane is in the air, yet still allows for stowage under airline seat. Sleepypod Air passed crash tests to meet the U.S. standard set for child safety restraints.

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 the Sleepypod's 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>. Safe travels.®

Contact Information

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