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Pets Escape Auto Accident Injuries Thanks to Sleepypod's Innovative Pet Products

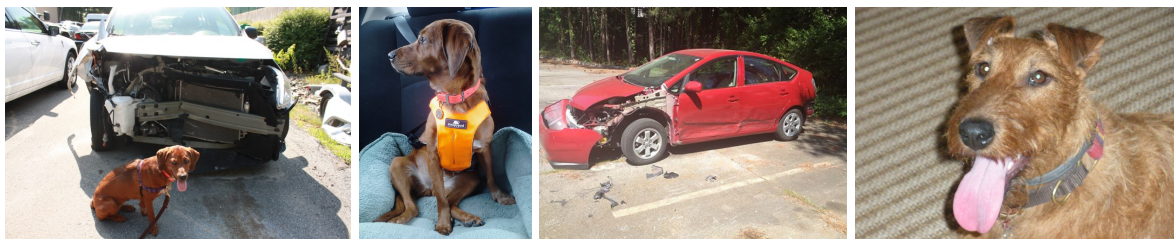
Sleepypod's safety record is no accident.

Pasadena, Calif.—December 18, 2014—In a five-month period, Sleepypod® has recorded multiple auto accidents without injuries to pets using one of its carriers or safety harnesses. All accident information was voluntarily shared with Sleepypod by its customers. The maker of innovative pet products, to include pet carriers and harnesses designed to safely restrain pets in autos, began analyzing auto accident data in May 2014 when a customer contacted the company about the family dog that escaped injury when wearing Sleepypod's Clickit Utility dog safety harness.

Today, Sleepypod customer Valerie Stephens and her husband know firsthand that their dog Dexter is a safer passenger in the car when wearing his Clickit Utility safety harness. The trio was in a 55 mph car accident that left the front end of their vehicle significantly damaged from wheel well to wheel well. Dexter was riding in the vehicle's back seat and buckled in by a Clickit Utility safety harness. Listen to an audio message of Stephens recounting the accident details at <https://soundcloud.com/sleepypod/valerie-stephens-accident>.

Courtney Connors also knows for certain her dog Maple is safer when riding in a car. Connors and her dog were in a 40-45 mph auto accident that sent Connors to a hospital emergency room where she was diagnosed with a fractured sternum before being sent to another hospital for specialized care and an overnight stay. Connors was driving and wearing a seat belt at the time of the accident, with the additional benefit of air bags to cushion her in the collision.

In contrast, Maple was seated in the rear seat of the vehicle and buckled in Sleepypod's Clickit Utility safety harness. Maple received a clean bill of health from the veterinarian who examined her the day after the accident.



It is no accident that Maple and Dexter were safer dog passengers when wearing Sleepypod's Clickit Utility dog safety harness. Sleepypod requires that its pet products designed to restrain pets in autos undergo rigorous testing, to include dynamic crash testing.

Last year, Sleepypod's Clickit Utility harness was named the clear top performer in a landmark harness crashworthiness study conducted by the Center for Pet Safety. According to the Center for Pet Safety, "It was the only harness tested to consistently keep a dog from launching off of the seat and the only restraint deemed to offer substantial protection to all passengers, including the dog, in the event of an accident." Read about the study at <http://centerforpetsafety.org/research/2013-harness-study-results/>.

Sleepypod's Clickit Sport harness, introduced this year, is the first harness to receive the top safety certification level of five stars by the Center for Pet Safety. Read about the Center for Pet Safety's Certification Program at <http://centerforpetsafety.org/cps-certified/>.



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“Sleepypod packs a tremendous amount of innovation in the design of its pet carriers and harnesses, with safety being the primary design standard,” says Sleepypod co-founder and lead product designer, Michael Leung. “We are encouraged by our growing database of safety information from real world auto accidents.”

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 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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