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Introducing Clickit Utility, the World's First Three-Point Dog Safety Harness Sleepypod Reinvents the Dog Safety Harness for All Passenger Safety

Pasadena, Calif.—July 18, 2013—Sleepypod®, a Pasadena-based company recognized for reinventing pet products through innovative design, today introduces [Clickit™ Utility](#). Revolutionary in design, Clickit Utility is the first dog safety harness to incorporate three-points of attachment to absorb force in a frontal collision by dissipating energy and keep the dog in the car seat during an impact.

Clickit Utility is similar in concept to the three-point seatbelt federally required in all vehicles. Straps enclosed in Clickit Utility's broad, padded vest hug the upper torso of a dog to absorb forward movement, while belts anchor the lower torso and reduce forward and lateral movement. The three-point design that secures the dog in its space diminishes the opportunity for collision with parts of the vehicle and passengers, and 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 its path like front seats, passengers, and even windows, or submerge the dog meaning to catapult the dog's lower torso forward into anything in its path.

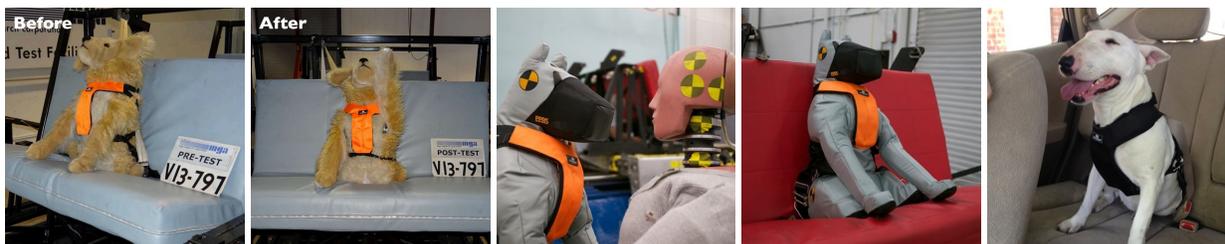
Unlike traditional one-point dog safety harnesses, Clickit Utility's unique three-point design reduces damaging forces and keeps the upper and lower torso controlled and restrained. Upon impact, breakaway slide buckles and shoulder adjustment straps are designed to break or slide to decrease damaging forces by decelerating the force while the dog remains restrained by the primary harness structure. The harness structure's primary seat belt webbing and hardware absorb the shifted and decelerated force. In combination, the wide-webbed harness structure and vest promote even distribution of force across the dog's chest to lessen the chance of injury. A combination of tethers and shoulder belts create a synergistic effect to hold the dog securely. All critical safety components were static tensile tested and determined Clickit Utility's strength classification to be superior strength.

"In researching and testing a range of safety harnesses currently available in the marketplace, we were shocked by crash tests results and injury possibilities," says Greg Mote a product designer and Sleepypod owner. "Sleepypod knew there had to be another way to secure a dog while reducing injury. After many designs and multiple crash tests we found our three-point safety harness design yielded superior results. Crash test results show that unlike traditional one-point safety harness designs, Clickit Utility not only keeps a dog from becoming a projectile, it keeps a dog's upper and lower torsos in the car seat during impact thereby improving overall dog safety."

Clickit Utility's three-point design is intended for use in the rear passenger seat. Crash tested at the Federal Motor Vehicle Safety Standard (FMVSS) No. 213 standard set for child safety restraints, Clickit Utility passed the 30 m.p.h. frontal crash. View crash test footage at <http://www.youtube.com/watch?v=WbFAIJPANoM>

Clickit Utility is also designed to secure a dog in the cargo area of a sports utility vehicle or truck in two-point application by attaching to cargo anchors. Accredited crash test facilities do not test for human safety in the cargo area of a vehicle. In lieu, Sleepypod crash tested Clickit Utility's two-point application at the FMVSS No. 213 standard. The two-point application also passed the 30 m.p.h. frontal crash test in a rear passenger seat which has more opportunity for collision with fixed objects and other passengers than in a vehicle cargo area's generous space.

Crash testing was performed at two facilities: at an independent, third party accredited lab, and also at a National Highway Traffic Safety Administration approved crash test facility.





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“Crash test footage of Clickit Utility demonstrate its unequivocal advantages,” says Mote. “Clickit Utility’s versatile design allows for safe use not only in the rear passenger seat, but also the vehicle cargo area. Clickit Utility is the only dog safety harness that can be safely used in multiple vehicle locations.” He adds, “Plus it can be used as a walking harness, eliminating the need to carry two products when traveling.”

Four sizes accommodate a diverse range of dogs. According to Mote, “Proper harness fit is crucial to ensuring dog safety so we created four sizes to better address the vast range of dog sizes and shapes. Since you can’t avoid every accident, it is just as important to choose a dog safety harness that will fulfill its second function which is to mitigate injuries to dog and fellow passengers.”

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.

Features

- Three-point design for use in rear passenger seat secures a dog’s upper and lower torsos
- Three-point design is adjustable to two-point anchor usage for use in vehicle cargo area
- Broad cushioned vest
- Strength tested, automotive grade materials and hardware
- Can be used as a walking harness
- Easy clean vest is made of luggage-grade, ballistic nylon
- Four sizes address a broad range of dog sizes and shapes

Specifications

- Available colors: Jet Black, Strawberry Red
- Four sizes: dimensions, weight, and recommendations may be found at <http://sleepypod.com/clickit>

Pricing and Availability

Clickit Utility will be available for advance purchase in Sleepypod’s [online](#) store starting July 18, 2013 and begin shipping August 27, 2013. Manufacturer suggested retail prices: XS \$89.99, S \$93.99, M \$96.99, and L \$99.99.

Promotional Giveaway

“[The Safe Dog Handbook](#)” by Melanie Monteiro will be given away to the first 50 people who purchase Clickit Utility in Sleepypod’s online store.

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.

Contact Information

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