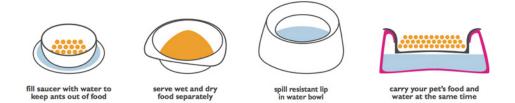


Sleepypod Brings Same Innovative Features with More Capacity to New Medium-Sized Yummy Travel Bowls Stores, Transports, and Serves Pet Food and Water Simultaneously Without Mixing or Spilling its Contents

Pasadena, Calif.—July 19, 2013—Sleepypod[®], a Pasadena-based company recognized for reinventing pet products through innovative design, today introduces medium-sized <u>Yummy Travel Bowls[®]</u> for cats and dogs of any size.

"In response to demand for Sleepypod products to accommodate larger pets, we created medium-sized Yummy Travel Bowls," says Michael Leung, a Sleepypod product designer and company owner. "Medium and large-sized pet owners want the travel convenience and ease of use that small-sized Yummy Travel Bowls offer."

The new medium-sized Yummy Travel Bowls have the same innovative features as the small size but more capacity. Yummy Travel Bowls features a spill-resistant water bowl that serves as the base, a food bowl that slips into the water bowl making the water bowl leak-free, and a lid that seals Yummy Travel Bowls making it spill-proof. The lid becomes an extra bowl when flipped over, thereby allowing for dry food, wet food, and water to be served in separate bowls. When the Yummy Travel Bowls lid is used as a food bowl, the saucer portion can be filled with water to keep ants out of food. View a Yummy Travel Bowls video demonstration at http://www.youtube.com/watch?v=EPAOHQNiY2Y



"Yummy Travel Bowls remain consistent with Sleepypod's safe product priority," says Leung. Yummy Travel Bowls are made from baby safe, FDA food grade, BPA-free silicone that is freezer, dishwasher, and microwave safe.

A new color choice has been added to the Yummy Travel Bowls palette of available colors in the medium size only. In addition to Very Berry, Sea Breeze, Mango Tango and Key Lime colors, medium-sized Yummy Travel Bowls are available in Blueberry.

Features

- Store and transport your pet's food and water at the same time
- Serve dry food, wet food, and water in three separate bowls
- Leak-free under normal use
- Spill resistant water bowl also serves as container base
- Food bowl doubles as a lid for the water bowl
- · Lid bowl seals entire container making it spill-proof
- When flipped over lid becomes an extra bowl
- Keep ants out of food by filling saucer of lid bowl with water
- Made from baby safe, FDA food grade, BPA-free silicone
- Freezer, dishwasher, and microwave safe (-40 to 230 degrees C/-40 to 450 degrees F)





Specifications

- Yummy Travel Bowls, medium set colors: Blueberry, Very Berry, Sea Breeze, Mango Tango, and Key Lime
- Yummy Travel Bowls, medium set weight: 30 ounces or 850 grams
- Yummy Travel Bowls, medium set size: 7.6 x7.6 x 3.5 inches or 19 x 19 x 9 centimeters
- Water bowl capacity: 37 ounces or 1100 milliliters
- Food bowl capacity: 17 ounces or 500 milliliters
- Lid bowl capacity: 11 ounces or 350 milliliters
- Recommended for cats and dogs of any size

Pricing

Manufacturer suggested retail price: \$39.99

Availability

Yummy Travel Bowls will be available for advance purchase in Sleepypod's online store starting July 18, 2013 and begin shipping August 27, 2013.

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. <u>Sleepypod</u> 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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