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Infographic Explains How to Determine the Effectiveness of Dog Safety Harnesses Data from Sleepypod Research Supports Pet Owner's Primer on Driving Safely with Dogs

Pasadena, Calif.—August 22, 2013—Sleepypod® today presents a Pet Driver's Education infographic on how to determine the effectiveness of dog safety harnesses. Guidance is based on six years of pet safety restraints research as part of the company's Safety Test Program. Sleepypod created the Sleepypod Safety Test Program to determine safety data for pet products.

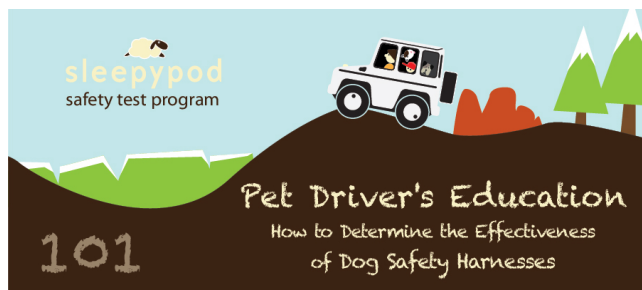
Extensive research included crash testing of various and varied pet restraint designs as well as static tensile testing of critical safety components. To better understand the effects of a car crash on a pet, weighted crash test dogs were designed, produced, and implemented by Sleepypod for the purpose of research of the crashworthiness of pet safety restraints.

The Pet Driver's Education infographic helps the reader to understand:

- Why is it important to use a pet safety restraint?
- Why is crash testing an important consideration in determining the effectiveness of a pet safety restraint?
- Why are the tested weight and speed of testing important factors?
- How your pet is restrained determines the reaction in a crash.
- What is static tensile testing and why is it important?

The infographic is free for editorial use by bloggers and media outlets and is available at this link

<http://sleepypod.com/safetypod.pdf>



About Sleepypod and its Pet Passenger Restraint System Technology

Sleepypod is a Pasadena-based company known for reinventing pet products through innovative design. To protect the joy of driving with pets, 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. For more information visit www.sleepypod.com.

Contact Information

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