



FOR IMMEDIATE RELEASE

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Sleepypod Mobile Pet Bed with PPRS Handilock is a Top Performer in Landmark Study by Subaru and the Center for Pet Safety

In a study to raise awareness and test the safety of pet carriers and crates when used in autos, the Sleepypod Mobile Pet Bed with PPRS Handilock is named a Top Performer.

Pasadena, Calif.—July 24, 2015—Sleepypod®, a Pasadena-based company known for reinventing pet products through innovative design, today announces its Sleepypod mobile pet bed with PPRS Handilock was named a Top Performing Pet Carrier in a Subaru of America, Inc. and Center for Pet Safety (CPS) collaborative study to test the effectiveness of pet carriers and crates in crash situations. Pet carriers and crates with safety claims were crash tested using realistic crash test pet dummies. Structural integrity was among key quality criteria examined. Download the 2015 Carrier Crashworthiness Study Summary report at http://www.centerforpetsafety.org/wp-content/uploads/2015/07/2015_cps_carrier_summary_072215.pdf. Find carrier study results and videos at <http://www.centerforpetsafety.org/test-results/carriers/2015-carrier-study-results/>.

The Pet Carrier and Crate Crashworthiness study carries on a partnership to determine pet product safety through crash testing that began with a 2013 Harness Crashworthiness Study. Sleepypod's Clickit Sport safety harness was named the Top Performer and was determined the only harness to offer substantial crash protection in this study. More information and crash test videos are at <http://www.centerforpetsafety.org/test-results/harnesses/2013-harness-crash-test-videos/>.

“Sleepypod applauds the efforts of Subaru and the Center for Pet Safety in their effort to promote pet safety in autos,” says Michael Leung, Sleepypod co-founder and lead product designer. “Sleepypod is committed to ongoing research and testing of products to enhance pet safety in autos.”

Uniquely different in pet carrier design, the Sleepypod mobile pet bed functions as a pet bed, carrier, and car seat. Sleepypod began crash testing the eponymous mobile pet bed in 2008 at the Japan Auto Research Institute (JARI) to research its safe use in automobiles. Ongoing, independent testing by Sleepypod of its pet safety restraints, to include the Sleepypod mobile pet bed, incorporates dynamic crash testing at two National Highway and Transportation Safety Administration (NHTSA) contracted testing laboratories. Sleepypod utilizes the U.S. Federal Motor Vehicle Standard (FMVSS) No. 213 test for child safety restraints as its standard for crashworthiness research and testing. View Sleepypod crash test footage at <http://sleepypod.com/research>.

Sleepypod pet carriers and safety harnesses use Pet Passenger Restraint System Technology™ (PPRS). PPRS was developed by Sleepypod to protect pets in automobiles. PPRS is engineered to reduce the possibilities of injury in accidents. It incorporates car seatbelts with the belt positioning of Sleepypod pet safety restraints. Each PPRS design requires a crash test pet to remain securely on the test bench for the duration of the test, with minimal rotation. PPRS Handilock was designed to augment Sleepypod mobile pet bed car safety.

“The PPRS Handilock evolved as a result of variances in test results by Sleepypod and CPS,” says Leung. “Sleepypod tested its Sleepypod mobile pet bed without the PPRS Handilock at two NHTSA contracted laboratories with success. The 15 pound crash test pet remained in the Sleepypod, on the test bench, for the duration of the test, and without rotation.

“The addition of the PPRS Handilock augments Sleepypod mobile pet bed safety by accommodating possible variations in testing such as test bench design, crash test dummy design, or even velcro inconsistency.”



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PPRS Handilock is available to Sleepypod mobile pet bed owners free of charge until December 31, 2015. “While the Sleepypod mobile pet bed passed independent crash testing without the addition of the PPRS Handilock, we want our customers to feel confident when using Sleepypod products,” says Leung. Sleepypod mobile pet bed owners wishing to augment the Sleepypod with the PPRS Handilock may order it at <http://sleepypod.com/hantilock>.

About Sleepypod

Busy pet-owner lifestyles demand pet products that are exceptional enough to baby the pets that mean so much to them. 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 safety 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. Additional information about Sleepypod is available online at <http://sleepypod.com>. Safe travels.®

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