



FOR IMMEDIATE RELEASE

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Sleepypod® Presents Sleepypod Atom *A Modern Pet Carrier with Innovative Design Features for Everyday Living*

Pasadena, Calif.—March 16, 2011—Sleepypod®, a Pasadena-based company recognized for redefining pet products, today announces that it will present its newest evolution in pet carriers, Sleepypod Atom, at the Global Pet Expo 2011 in Orlando, Fla. on March 16-18.

Sleepypod Atom is a modern pet carrier for everyday living that is consistent with the innovative design features for which Sleepypod has built its reputation. In designing Sleepypod Atom, Sleepypod took ideas from its multiple award-winning Sleepypod Air and applied them to the smaller-sized Sleepypod Atom.

“Sleepypod Atom’s size allows for optimum comfort when carrying it around town or wherever you may be traveling,” says Michael Leung, one of Sleepypod’s co-owners and product designers. “Its thoughtful features and its durability set it far apart from the competition.”

Ergonomic and sleek, Sleepypod Atom in its carrier function fits comfortably below a wide range of airline seats. For added versatility, seatbelt straps on two sides transform Sleepypod Atom into a safe car seat. Other significant features include a secure and durable mesh panel positioned on three sides for better ventilation, Ultra Plush bedding that is removable for easy cleaning, and top and side entries for easy access. In addition, Sleepypod Atom is designed to fold flat for easy storage. Its sturdy, easy-clean exterior is made of luggage-grade, ballistic nylon. An interior collar clip, large front zipper pocket plus two smaller end pockets for essential pet items, adjustable shoulder straps with comfort padding, a padded carry handle, and ergonomic zipper pulls are additional features.



Features

- Fits beneath a wide range of airline seats
- Seatbelt straps on two sides allow Sleepypod Atom to be safely secured in a car seat
- Secure and durable mesh panel positioned on three sides for better ventilation
- Top and side entries for easy access
- Interior collar clip
- Designed to fold flat for easy storage
- Large, front zipper pocket plus two smaller end pockets for essential items such as treats, doggie bags, leashes, etc.
- Removable, Ultra Plush bedding is machine-washable
- Easy clean exterior is made of luggage-grade, ballistic nylon
- Adjustable shoulder straps with comfort padding
- Carry handle
- Ergonomic zipper pulls

Specifications

- Available colors: Jet Black, Dark Chocolate, Strawberry Red, Robin Egg Blue, Blossom Pink, and Arctic White
- Carrier dimensions: 17 (long) x 8 (wide) x 10.5 (tall) inches
- Folded dimensions: 17 (long) x 10.5 (wide) x 2.5 (tall)
- Carrier weight: 3.25 pounds
- Recommended maximum cat weight: 12 pounds
- Recommended maximum dog weight: 8 pounds



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Pricing

- Manufacturer suggested retail price: \$99.99

Availability

- Sleepypod Atom will be available for retail orders beginning March 16, 2011. It will be available for consumer purchase in mid-Summer in Sleepypod's online stores and in fine pet retailers throughout the world. Visit <http://sleepypod.com/wheretobuy> for a complete list of retailers selling Sleepypod products.

About Sleepypod

Sleepypod's vision is to create innovative, well designed, and functional products to complement modern, on-the-go lifestyles. Our critically acclaimed products have earned the following awards:

- **Sleepypod Air:** *Cat Fancy* Editors' Choice (2010), *Dog Fancy* Editors' Choice (2010), *Modern Dog* Staff Pick Award (Spring 2011), *Pet Business* Industry Recognition Award (2010)
- **Crater Dot:** *Cat Fancy* Editors' Choice (2010), *Pet Business* Editors' Choice (2010), *Pet Business* Industry Recognition Award (2009)
- **Sleepypod Mini:** *Cat Fancy* Editors' Choice (2008), *Metropolitan Home* Design 100 (June 2008)
- **Sleepypod:** *Doggie Aficionado* Reader "Best of" (2010), *Bark Buckle Up* Pet Safe Choice (2009), *Cat Fancy* Editors' Choice (2007), *Pet Product News* Editors' Choice (2007)

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