



FOR IMMEDIATE RELEASE

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Sleepypod® Announces Limited Edition Critter Kit Accessory for its Award-winning Sleepypod Mini Mobile Pet Bed Turns Sleepypod Mini for Dogs and Cats into Small Critter Carrier for Ferrets, Guinea Pigs, Hamsters, Chinchillas & Hedgehogs

Pasadena, Calif.—May 2, 2012—Sleepypod, a Pasadena-based company recognized for redefining pet products, today announces that it will sell on its company web site a Limited Edition Critter Kit for its award-winning Sleepypod Mini mobile pet bed. The Critter Kit is an accessory designed to turn a Sleepypod Mini mobile pet bed for dogs and cats into a carrier for small critters such as ferrets, guinea pigs, hamsters, chinchillas, and hedgehogs. A limited number of Critter Kits will be available.

The Critter Kit consists of a mesh hammock and a litter tray. The mesh hammock, made of durable polyester, allows air to circulate around and below the pet, separating it from the litter. It also serves as cover for pets who prefer to remain hidden. The litter tray is made of easy-care and heavy-duty acrylonitrile butadiene styrene, known as ABS. ABS is acclaimed for its luster and its sturdiness.

On its own, Sleepypod Mini is three products in one: a carrier, a pet bed, and a safe car seat. Ultra plush bedding surrounded by a luggage-grade, ballistic nylon base forms the bed that easily becomes a carrier by simply zipping on its mesh dome. In a car, the crash-tested Sleepypod Mini becomes a safe car seat. Aboard an airplane, Sleepypod Mini fits comfortably under an airline seat.

Used in combination, the Sleepypod Mini may be used with its ultra plush bedding for colder climates and the Critter Kit mesh bedding utilized for warmer climates. For litter-trained pets, the litter tray is stable and strong enough to be used independent of the Sleepypod Mini.



Critter Kit Features

- Mesh hammock allows air to circulate around the pet thus separating it from the litter box
- Mesh hammock serves as a well-ventilated covering for pets that prefer to hide away
- Mesh hammock is made of durable polyester
- Litter tray is made of heavy duty ABS with a satin, pebble grain finish

Critter Kit Specifications

- Recommended weight: up to 3 pounds
- Hammock dimensions: outside is 12 (diameter) inches, hole is 4.75 (width) x 8 (length) inches
- Hammock weight: 2 ounces
- Litter Tray dimensions: top is 12.5 (diameter) inches, inside bottom is 10.5 (diameter) inches, depth dimension: 4 inches
- Litter Tray weight: 5.4 ounces
- Available color: black





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Sleepypod Mini Features

- Removable mesh dome reveals an everyday pet bed or pet bed away from home
- Fits beneath a wide range of airline seats
- Seatbelt straps allow Sleepypod Mini to be safely secured in a car seat
- Secure and durable mesh dome
- Easy access from the dome top or when the dome is removed to reveal the bed
- Removable, Ultra Plush bedding is machine-washable
- Easy clean exterior is made of luggage-grade, ballistic nylon
- Adjustable shoulder strap with comfort padding
- Carry handle
- Ergonomic zipper pulls
- A pocket below Sleepypod Mini's bedding can hold a separately sold electrical Warmer Pad to help keep a pet extra cozy (see accessories)
- Air mesh hammock bedding, sold separately, can be used in place of the standard Ultra Plush bedding to help keep a pet cooler in warmer environments (see accessories)

Sleepypod Mini Specifications

- Carrier (bed + dome) dimensions: 13 (diameter) x 11 (tall) inches
- Carrier weight: 3.3 pounds
- Interior (bed + dome) dimensions: 11 (diameter) x 9 (tall) inches
- Bed dimensions: 13 (diameter) x 5 (tall) inches
- Bed weight: 2 pounds
- Recommended for pets 7 pounds or less
- Available colors: Jet Black, Chocolate Brown, Strawberry Red, Blossom Pink, Arctic White, and Sky Blue

Pricing

- Critter Kit MSRP: \$29.99
- Critter Kit is designed for use with Sleepypod Mini, Sleepypod Mini MSRP: \$99.99
- Critter Kit & Sleepypod Mini Combo package MSRP: \$124.99

Availability

- A limited number of Critter Kits will be made available beginning May 2, 2012 in the online store on Sleepypod's web site at <http://sleepypod.com/shop/>

About Sleepypod®

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

- **Sleepypod Air:** *Modern Dog* Staff Pick Award (Spring 2011), *Cat Fancy* Editors' Choice (2010), *Dog Fancy* Editors' Choice (2010), *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:** *Susie Homemaker*™ Seal of Approval (2011), *Doggie Aficionado* Reader "Best of P" (2010), *Bark Buckle Up* Pet Safe Choice (2009), *Cat Fancy* Editors' Choice (2007), *Pet Product News* Editors' Choice (2007)

Media Information

Additional information may be found on Sleepypod's website at www.sleepypod.com or you may contact Jane Skuta at press@sleepypod.com or (213) 341-1088, extension 5.