



FOR IMMEDIATE RELEASE
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Sleepypod® Presents Sidekick Bike Rack to Safely Transport Your Pet by Bike **Sidekick Makes Sleepypod's Multifunctional Pet Carriers Even More Versatile**

Pasadena, Calif.—June 7, 2012—Sleepypod, a Pasadena-based company recognized for redefining pet products, today announces it will introduce Sidekick bike rack at the *Dwell* on Design Show in Los Angeles, Calif. from June 22-24. *Dwell* on Design is the West Coast's largest modern design show.

“Bike racks are essential gear for commuters and casual cyclists. So why not make going to work and running errands a little more fun for you and your pet,” says Michael Leung, one of Sleepypod's co-owners and product designers. “Pets like to explore the world around them as much as they enjoy spending time with their pet owners.” You may view Sidekick in action at <http://sleepypod.com/videos>

Sidekick is designed as a stable platform to hold a Sleepypod pet carrier with a pet inside. The front loading bike rack uses the center of gravity right above the front tire for maximum stability rather than the handlebars that can sway and therefore be unstable.

While Sidekick was designed as a stable platform to hold a Sleepypod pet carrier with a pet inside, the front loading bike rack can also accommodate books, purses, and bags. For greater adaptability, panniers can be attached to Sidekick's side legs.

Sleepypod's existing roster of products is known for high quality, attention to detail, and style. Sidekick does not deviate. The simple, graceful rack is made from polished stainless steel, as is all of the accompanying assembly hardware, thereby making the entire unit corrosion-resistant.

The introduction of Sidekick as an accessory to Sleepypod's line of pet products makes the company's award-winning, multifunctional pet carriers even more versatile.



Sidekick Safety Tips

- Use of a double kickstand makes it easier for loading and unloading
- New riders should become proficient before riding with a pet
- Always keep pet zippered inside when the bike is in motion
- Never leave a pet unattended in its carrier while the carrier is attached to the bicycle
- It is not safe for people to sit on Sidekick

Features

- Designed to fit full-sized bikes (wheel sizes such as 26 or 27 inches, 650B, 700C) with a center brake hole in the fork
- Made from corrosion-resistant 304 polished stainless steel with stainless steel assembly hardware
- Sidekick is easy to install. An installation video is available on Sleepypod's web site at <http://sleepypod.com/videos>



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Specifications

- Accommodates the following Sleepypod pet carriers: Sleepypod Air, Sleepypod Atom, Sleepypod Mini
- 3 points of attachment: center break bolt and 2 fork eyelets
- Sidekick weight: 1.8 pounds
- Sidekick dimensions, assembled: 11 inches diameter x 14.5 inches wide x 16 inches high
- Sidekick dimensions, packaged: 12 inches diameter x 16 inches wide x 2.25 inches high
- Weight limit: up to 45 pounds

Pricing

- Manufacturer suggested retail price: \$124.99

Availability

- Sidekick is available for consumer purchase in mid-July in Sleepypod's online store and in fine pet retailers throughout the United States. Visit <http://sleepypod.com/wheretobuy> for a complete list of retailers selling Sleepypod products.
- Consumers may pre-order Sidekick in Sleepypod's online store beginning June 25 for late July delivery. Visit <http://sleepypod.com/shop/>

About Sleepypod Products

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.

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. Sleepypod understands the importance of pets in their owners' lives and that's why we take pet safety seriously. With a pet's well-being in mind, careful and caring attention to every detail has been placed into each product from the crash-testing of the Sleepypod line of mobile pet beds for safety testing of the car seat function to the use of FDA food grade, BPA-free silicone in the Yummy Travel Bowls.

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" (2010), *Bark Buckle Up* Pet Safe Choice (2009), *Cat Fancy* Editors' Choice (2007), *Pet Product News* Editors' Choice (2007)

Media Information

For information on Sleepypod and its products contact Jane Skuta at press@sleepypod.com or (213) 341-1088, extension 5.

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