



FOR IMMEDIATE RELEASE

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## **Clickit Sport Earns Highest Possible Five Star Crash Test Rating from Center for Pet Safety in Harness Certification Program**

**Sleepypod's Clickit Sport dog safety harness is first product to meet new critical guidelines set by pet research and advocacy organization.**

Pasadena, Calif.—August 21, 2014—Sleepypod®, a Pasadena-based company known for re-inventing pet products through innovative design, today announces its Clickit Sport dog safety harness is the first product to meet the new critical guidelines set by the Center for Pet Safety (CPS) in its precedent-setting Harness Certification Program. Clickit Sport earned a five star crash test rating, the highest possible rating, in three size categories: small, medium, and large.

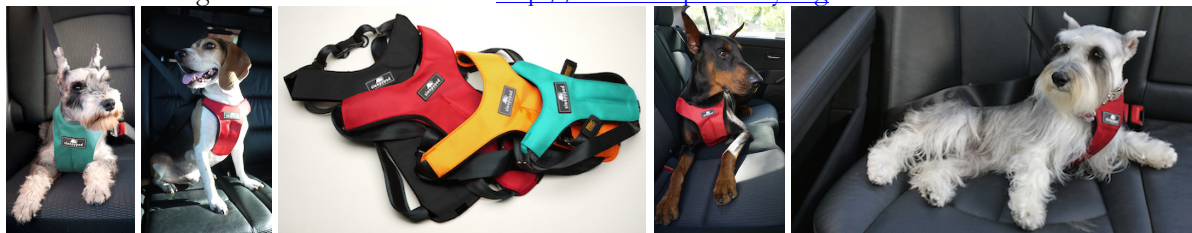
The Center for Pet Safety Harness Certification is the first formal crash test rating system for pet travel harnesses. Manufacturer participation in the program is voluntary. Ratings consist of five star, four star, and not recommended ratings. View the CPS crash test of the large size Clickit Sport harness at [https://www.youtube.com/watch?v=HXj\\_bihZMus&feature=youtu.be](https://www.youtube.com/watch?v=HXj_bihZMus&feature=youtu.be).

“The Center for Pet Safety is pleased to award the first five star crash test rating to Clickit Sport,” says Lindsey Wolko, founder of Center for Pet Safety. “Few manufacturers demonstrate the commitment to product safety testing that we have seen from Sleepypod. Theirs is a landmark achievement for pets and the people who love them. Congratulations to the Sleepypod team for this achievement. We hope to see more safety harness manufacturers follow their lead.”

“Clickit Sport is packed with state of the art technology that is the result of a dedicated and intensive engineering effort by Sleepypod's design team to keep larger pets safe when traveling in cars,” says Michael Leung, Sleepypod co-founder and lead product designer. “The Center for Pet Safety awarded Five Star Rating to Clickit Sport is a meaningful validation of Sleepypod's steadfast commitment to pet travel safety innovation.”

Testing and evaluation methods by CPS to determine harness safety included measurement of canine excursion, hardware/webbing migration, and hardware/stitching integrity. The test protocol, which is a result of the 2013 Harness Crashworthiness Study conducted by Center for Pet Safety, outlines a consistent test methodology and evaluation program to ensure pet safety harness restraints offer crash protection. It is the first scientific approach to pet product safety in the U.S. market.

“The Center for Pet Safety took great care evaluating the data returned from our 2013 study to understand what safety harness products should do to protect life,” says Wolko. “Pet product manufacturers have a responsibility to ensure that these safety devices protect human life and provide the best chance of survival to the pet in the case of an accident.” Additional information about the Center for Pet Safety and its Harness Certification Program is available online at <http://centerforpetsafety.org>.





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### **About Clickit Sport**

Clickit Sport is Sleepypod's next generation dog safety harness. Light and easy to use, Clickit Sport successfully limits head excursion while controlling body rotation using Sleepypod's proprietary Pet Passenger Restraint System (PPRS) energy absorbing vest and Infinity Loop System. Clickit Sport is packed with state of the art technology that is the result of a dedicated 2 1/2-year engineering effort by Sleepypod's design team. Clickit Sport was then rigorously tested, to include the same dynamic crash testing that ensures the performance of child safety restraints. Additional information about Clickit Sport is available online at <http://sleepypod.com/clickit-sport>.

### **Pet Passenger Restraint System (PPRS)**

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 collision or sudden stop. Each PPRS is put through stringent safety tests to include static tensile testing and dynamic crash testing. Sleepypod PPRS offers a significantly safer way to travel for pets and their human travel companions traveling by auto. 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.

### **About Sleepypod**

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 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.®

### **Contact Information**

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