

PoochPlanet®



run, rest, repeat

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FOR IMMEDIATE RELEASE
(w/digital images)

THREE NEW POOCHPLANET® LUXURY PET BEDS OFFER STYLISH, SUSTAINBLE COMFORT AT AN AFFORDABLE PRICE

Dogs will rest in the lap of luxury with PoochPlanet's Dreamboat™, LoveSeat™ and CouchComfort™ pet beds. Soft, contoured walls and cushy padding create the perfect "nest" for cuddly canines while pet owners will enjoy the handsome fabrics, sustainable fills and reasonable price

San Rafael, CA (May 19, 2010) - PoochPlanet's DreamBoat, Loveseat and CouchComfort are luxury pet beds that look great and sleep even better. Their cushioned and contoured walls in handsome decorator fabrics surround small to medium dogs with cocoon-like privacy and warmth. And while dogs may be too busy snoozing to notice, their owners will be delightfully surprised with how sustainable these stylish, affordable beds are.

"Many dogs are cuddlers," says Christina Gray, Marketing Communications Manager for PoochPlanet by Worldwise, "meaning they feel most secure sleeping curled up against something soft, but structured. Each of these three beds features soft sidewalls that give a dog something to cozy up to."

The DreamBoat, LoveSeat and CouchComfort all get their plush contours from EcoRest® a recycled fiberfill blend made from recycled post-consumer plastic bottles that are spun into a fiber that offers unmatched cushioning, resilience and insulation. The EcoRest contained in each bed can be equivalent to as many as 22 one-liter plastic bottles that would otherwise have ended up in a landfill.

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POOCHPLANET PET BEDS, 2-2-2-2

DreamBoat pet bed

Dogs will drift off to dreamland stylishly in the PoochPlanet DreamBoat pet bed. This bolstered oval bed surrounds pups with a restful sense of privacy and protection while the deeply padded seat cushion lets them sink into slumber. The lower front wall makes entry easy for dogs looking for the quickest route to naptime. DreamBoat comes in a medium and large size.

LoveSeat pet bed

The LoveSeat pet bed is as cozy and comfortable as a lap to curl up on. High walls surround a deep, soft interior that envelopes dogs in security, privacy and warmth. The front entrance dips slightly to make comings and goings easy.

CouchComfort pet bed

Pet owners will no longer be forced to make room for the dog on the family couch with the CouchComfort pet bed. With a kicked-back sofa-style that takes a nod from our own home furnishings, CouchComfort's plush side walls stylishly support a dog's head and neck.

DreamBoat, ranges from \$38 - \$48, depending on the size; LoveSeat, \$27, and CouchComfort \$27. All are machine washable. PoochPlanet pet beds are available at leading national retailers including Walmart, Sam's Club, Publix, Kroger and Meijer. For more information on these and other PoochPlanet products, visit www.worldwise.com or call 1-800-967-5394.

The SmartyKat and PoochPlanet are brands manufactured by Worldwise, a leading consumer pet products company. By developing unique, high-quality products made from natural, recycled, reclaimed and certified organic material, and distributing them through the nation's largest retailers, Worldwise brands are changing consumer beliefs about the look, feel, price and performance of environmentally-responsible products.

www.worldwise.com.