

PoochPlanet®



run, rest, repeat

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FOR IMMEDIATE RELEASE
(w/digital images)

**POOCHPLANET® THERMACARE® AND ORTHODOGS™
PET BEDS OFFER THERAPEUTIC COMFORT TO AGING AND ARTHRITIC DOGS**

Senior dogs or those headed in that direction can take special comfort in the advanced cushioning properties of PoochPlanet's ThermaCare and OrthoDogs pet beds

San Rafael, CA (May 19, 2010) - Dogs, like human beings, are living longer lives thanks to better food and care. A longer life however, means your longtime best friend will need a little extra tender loving care and protection as he or she ages. PoochPlanet ThermaCare memory foam pet bed and OrthoDogs therapeutic foam pet bed feature a special level of protective cushioning and comfort that, while suitable for all dogs, can make a huge difference in the lives of those in their golden years: These beds are equally therapeutic to dogs with arthritis, hip or elbow dysplasia, degenerative joint disease or those recovering from injury or illness.

"Considering how much time an aging pet will spend sleeping or resting," says Christina Gray, Marketing Communications Manager for PoochPlanet by Worldwide, "a pet bed designed to offer therapeutic comfort and protection is one of the greatest gifts you can give your dog."

The ThermaCare memory foam pet bed utilizes the uniquely protective properties of memory foam to cushion, soothe and support the skeletal structure of aging dogs. Memory foam, a material used in the human bedding industry for advanced sleep comfort, is heat and pressure-responsive. This special foam conforms to unique body contours, better distributing weight and relieving painful pressure points and other sensitive areas.

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POOCHPLANET THERAPEUTIC BEDS, 2-2-2-2

ThermaCare's MemoryLoft™ fill is an innovative composite of remnants reclaimed from memory foam mattress production for the human bedding industry. MemoryLoft is evenly distributed throughout the entire bed thanks to a patented multi-channel insert that can be removed from the zippered cover for laundering. Not only does this material offer a dog superior rest, it is also an ingenious use of a 'waste' product that would otherwise end up in a landfill.

The OrthoDogs therapeutic foam pet bed is another bed designed to provide aging dogs with therapeutic support thanks to special "egg-crate" style foam that equalizes distribution of body weight and reduces painful pressure points. And as a sustainable bonus, OrthoDogs features BeneFoam™, a soy-based bed foam. OrthoDogs also features a machine-washable cover.

"One of the easiest things that we can do to make the aging process a little easier on our pets is to provide them a bed that will help them get the rest that they need," added Gray.

PoochPlanet ThermaCare and OrthoDogs pet beds are available at Walmart from \$26. For more information about 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.

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