

PoochPlanet®



run, rest, repeat

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FOR IMMEDIATE RELEASE
(w/ hi-res images)

**POOCHPLANET®'s NEW, LUXURIOUSLY THERAPEUTIC MEMORY FOAM
CLOUDK9 PET BED HELPS KEEP THE SPRING IN YOUR DOG'S STEP**

CloudK9™ therapeutic pet bed filled with MemoryMix™ reclaimed memory foam mix help cushion the blow of arthritic and other age-related discomfort

San Rafael, CA (Mar. 16, 2011) - If you've been lucky enough to have your 'best friend' at your side for many years, you've likely noticed some age-related changes affecting the comfort of your dog's waking and sleeping hours. PoochPlanet introduces a new decadently therapeutic pet bed, the **CloudK9™ pet bed premium pet bed with memory foam cushion** to ease a dog of any age into a comfortable night's sleep.

"Memory foam is inherently a therapeutic bed fill because it conforms to body heat and weight and takes the load off skeletal pressure points associated with aging," says Christina Gray, Marketing Communications Manager at Worldwide. "Our reclaimed memory-foam filled beds are ideal for aging, ailing or arthritic dogs, but any dog deserving of deluxe comfort will sleep better in them."

MemoryMix™ is the name of the proprietary fill by PoochPlanet made from the leftover bits and pieces of memory foam production from the human bedding industry. Reclaimed memory foam mix shares the same exact advanced cushioning properties of slab memory foam. It conforms to a dog's body shape, providing custom support that can be essential to older and arthritic dogs and enjoyable to younger or healthier dogs.

PoochPlanet CloudK9 premium pet bed with memory foam cushion

CloudK9 bed is an overstuffed throne of a bed that a dog can sink deep in to and never want to leave. A MemoryMix-filled center cushion is surrounded by a supportive perimeter bolster filled with resilient EcoRest™, a recycled fiber fill spun from the equivalent of 70 recycled plastic bottles.

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The memory foam-filled cushion provides a deeply protective core while the surrounding bolster offers support for the head, neck and chin. CloudK9 is a luxuriously substantial bed, measuring 39" x 36" x 9." It has a zippered cover that is machine washable for easy care. It is available at Sam's Clubs nationwide from \$39. For more information about these and other PoochPlanet products please visit the website at www.poochplanet.com.

About the company

The SmartyKat and PoochPlanet brands are 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.

