

PoochPlanet®



run, rest, repeat

Contact: Jo Hunt
DHA Lifestyle PR
27703 Eastvale Rd.
Palos Verdes Peninsula, CA 90274
(310) 541-2800
jo@delyon-hunt.com

FOR IMMEDIATE RELEASE
(images upon request)

**POOCHPLANET™ COUCHCOMFORT™ AND DREAMBOAT+™ PET BEDS DESIGNED TO
WRAP AROUND YOUR PET LIKE A PAIR OF LOVING ARMS**

*These best-selling styles with plush, padded walls are ideal for dogs
that like to curl up in protective semi-privacy*

San Rafael, CA (June 17, 2011) - In the human world there are side sleepers, back sleepers or stomach sleepers; in the canine world, cuddlers and sprawlers. Cuddlers like to curl up at rest, nose-to-tail, while sprawlers stretch their limbs out full length in sleep.

Dogs who fall in the 'cuddler' category will take great comfort in two of PoochPlanet's newest beds: **CouchComfort** and **DreamBoat+**. These two distinctive beds are uniquely different from one another, yet have this in common; they surround cuddle-loving dogs with plush perimeter walls that provide nest-like privacy, security and warmth.

"PoochPlanet has made the most of a dog's different sleeping styles by designing beds to meet each style," said Christina Gray, Marketing Communications Manager. "This makes it easier for dog owners to find just the right bed to suit their dog."

CouchComfort and DreamBoat+ are just two of many PoochPlanet pet beds designed for dogs that love to curl into a cozy ball at sleep time. The beds come in a range of sizes for all dog types and in decorator colors and patterns that style-conscious pet owners will also take a cozy to. Like all PoochPlanet pet beds, CouchComfort and DreamBoat+ are made using environmentally-responsible resources, such as EcoRest® recycled fiber blend made from recycled plastic bottles. Here's more about each bed:

- more-

PoochPlanet pet beds 2-2-2

CouchComfort pet bed

As its name implies, CouchComfort draws its design cues from those deeply cushioned, super comfy couches that are the favorite spot for relaxing in almost every household. This bed features a lower front opening for easy access while its overstuffed sides and back provide a sense of security as well as important head and neck support. Its 26" x 19" x 8" dimensions make it perfect for use by either dogs or cats and it is machine washable for easy care.

DreamBoat+ pet bed

The DreamBoat+ surrounds pets with cozy wrap around style and plush comfort. Its overstuffed back and sides taper to a low front for easy access. Pets who want to cuddle up and watch the world go by will love the wrap-around walls that provide cozy head and neck support. This bed is available in medium (22" x 19" x 7") and large (30" x 36" x 10") sizes and is machine washable.

CouchComfort sells for around \$22. The DreamBoat+ retails from \$32 for the medium bed to \$42 for the larger version. Both beds are available at Walmart. For more information about these beds or other PoochPlanet products please visit the website at www.poochplanet.com.

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

