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FOR IMMEDIATE RELEASE  
(digital images available)

**Pet beds that are perfect for your favorite furry friend and your home!**

**ULTIMATE PET BEDS WITH SUPREME COMFORT, RECYCLED FILLING, AND FREEDOM TO CHOOSE THE COLOR THAT MATCHES YOUR HOME DECOR - MADE IN THE USA**

**BOZEMAN, Mont. (July. 14, 2008)** — Introducing the pet bed that is the number one choice for pets and owners! West Paw Design® has revamped their most popular selling style pet bed called the Bumper Bed™ with a version that is the same great bed with all new style. This super comfortable bed design has been a hit with both Dogs and Cats, and now is getting more great reviews from humans too! Those conscientious animal lovers that care about both style and comfort can feel good about purchasing a cozy pet bed that looks beautiful in their home! West Paw Design has released nine fashionable color options, including two new stripes, which can be mixed and matched from classic solid combinations to bright multi-color medleys giving you the flexibility to choose from 81 different options of colors! You will be sure to find the absolute best bed to match your home décor – and your pet will thank you for it. Even better, you will also get a “gold star” from Mother Earth, since the bed is made with 100% IntelliLoft™ fiber fill, derived from recycled plastic bottles! West Paw Design has already been able to divert over 198 tons of plastic from going to landfills! This premium fiber fill provides the perfect cushion and washes well too! Made in the USA. The perfect pet bed is here – show it proudly!

**MSRP:**

XS -\$66.00  
S -\$82.00  
M -\$104.00  
L -\$126.00  
XL -\$158.00

**About IntelliLoft™**

IntelliLoft™ is clean, safe, re-engineered Polyethylene Terephthalate (PET) material that is a win/win for our customers and the environment! By recycling existing PET polymer material we are reducing energy use and keeping plastic bottles out of our landfills at the same time. Creating products that use IntelliLoft™ recycled material can use up to 8 times less energy than it takes to manufacture the same material new.

**About West Paw Design**

Surrounded by the beautiful Rocky Mountains, Montana based West Paw Design®, established in 1996, continues to pursue its mission to create the highest quality pet products on the market. Created and manufactured in the USA, all products are safe and comfortable for pets. While creating products with minimal environmental impact, West Paw Design uses nontoxic, organic, reclaimed or recyclable materials in many of its products and even in their packaging. West Paw Design is proud to do its part to protect the environment by utilizing environmentally conscious methods and getting the most out of each bit of raw material as well as reducing waste. Visit [www.westpawdesign.com/eco](http://www.westpawdesign.com/eco) for more information about West Paw Design, its products, and what makes the company eco-friendly.