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FOR IMMEDIATE RELEASE  
(with downloadable images)

**Pet Mats and Toys ... Made from Recycled Plastic!**

**MANS BEST FRIEND WANTS TO SAVE THE EARTH ... AND TAKE IN A GOOD SNOOZE  
ALL AT THE SAME TIME**

**BOZEMAN, Mont. (March 30, 2007)** — Who knew that man’s best friend and his master could divert over 25 tons of plastic waste from landfills every year by taking a nap! West Paw Design is proud to announce its latest eco-friendly pet products, the Eco Naps™ dog mat and Eco Toys plaything. Made from recycled post consumer soda pop bottles, West Paw created the premium IntelliLoft™ long-staple fiberfill as well as IntelliTex, a U.S. milled pile fabric for use in toys and beds. So now every time your dog takes a nap or plays fetch ... the two of you are helping save our planet by diverting tons of plastic bottles from your local landfill.

“West Paw Design has created unique products from consumer waste without sacrificing durability and the softness of the fabric,” said Spencer Williams, President of West Paw Design. “The trendy colors and functionality compliment the purchasing patterns of those buying products that minimize wear and tear of planet.”

**Eco Nap™**

Throw the mats in the car, on the couch on in a kennel ... made from 85 percent recycled soda pop bottles, the Eco Nap™ is incredibly soft and plush. The added layer of support consists of batting comprised of 50 percent long staple IntelliLoft™ fiberfill. The Eco Nap™ is modern, trendy and refined not to mention its simple one-piece structure is easy to machine wash and dry. The mats are available in three color combinations: Willow/Bear, Burnt Orange/Bear and Sage/Bear. Take a look at how much plastic each Eco Nap™ diverts:

<b><u>Size</u></b>	<b><u>Dimensions</u></b>	<b><u>Bottles Recycled</u></b>	<b><u>MSRP</u></b>
XS	19” x 14” x 2”	9.87 bottles	\$28.00
S	24” x 19” x 2”	14.64 bottles	\$38.00
M	28” x 20” x 3”	21.31 bottles	\$54.00
L	35” x 22” x 3”	26.45 bottles	\$60.00
XL	41” x 28” x 3”	40.92 bottles	\$100.00

**Frog, Salamander and Turtle:**

Durable and fun, each Eco Toy is available in Bear, Willow, Sage and Burnt Orange. Hand sewn in Bozeman, Montana every Eco Toy is made from IntelliTex™ and stuffed with IntelliLoft™. Standard size is 10 inches (MSRP is \$15).

**West Paw Mats & Toys Help Save the Planet**  
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**About West Paw Design**

Surrounded by the beautiful Rocky Mountains, Mont.-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 locally, all products are safe and comfortable for pets with fabrics sourced straight from the clothing industry. While creating products with minimal environmental impact, West Paw Design uses nontoxic, organic or recyclable materials. West Paw Design is proud to do its part to protect the environment by using as much raw product as possible and reducing waste. For more information about West Paw Design and its products visit [www.westpawdesign.com](http://www.westpawdesign.com).

-WEST PAW DESIGN-