

## THE FIRST-EVER "REAL MATTRESS" FOR DOGS

-- Canadian mattress-maker launches human-quality beds for Dogs --

**DECEMBER 5, 2006** TORONTO – Jupiter Industries, Canada's leading manufacturer of crib mattresses today launched *Woof-a-Pedic*, the first-ever – and only – line of human-quality beds for dogs. The company spent a year working with furniture designers, fashion consultants, and dog lovers to perfect the product, which is now being hailed by industry experts as "the best dog bed they've ever seen." Jupiter has been making crib mattresses for more than 25 years.

"I have five dogs. When my oldest, Ruby, a German shepherd, was experiencing joint pain I was shocked to find the lack of sleep products for her. That's why I decided to develop the perfect sleeping solution for pets," said Jupiter Industries CEO, Stephen Sher. "I see it as a natural progression from our work developing children's sleep and safety products."

*Woof-a-pedic features:*

- Pocket coils, guaranteed for 10 years.
- Muscle-relaxing memory foam to ease pressure points and arthritic symptoms.
- Ergonomically designed support pillows.
- Designer colour and pattern choices.

Recent Canadian pet statistics:

- Canada is home to 5.5 million dogs.
- 4 billion dollars spent on goods and services for pets.
- 50% of Canadians have pets; 33% are dogs or cats.
- More than half of Canadian pet owners report spending more time with their pets than in previous three years.

The *Woof-a-Pedic* line is available for purchase online at [Woof-a-Pedic.com](http://www.Woof-a-Pedic.com), and at select retailers across North America.

Hi-res images can be downloaded at: <http://www.Woof-a-Pedic.com/press.html>

### **About Stephen Sher**

The CEO of Jupiter Industries since 1992, Stephen Sher has been passionate about enhancing the quality of life for children and pets. Having manufactured children's sleep products and child car seats under the Simmons and CCM brands, Sher has always had an eye for ergonomics and safety. Living with dogs for over 35 years motivated him to develop the *Woof-a-Pedic* dog beds.

### **About Jupiter Industries**

Jupiter has been developing child sleep and safety products for more than 25 years. In 2004, the company made its first foray into the pet industry, distributing the highly successful *Petstages* line of developmental toys for pets. The company is located in Toronto, Ontario, Canada.

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