

bamboo®



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**REDUCE DRIVER DISTRACTION!
BAMBOO® QUICK CONTROL® LEASH + SEAT BELT
LATCH HELPS CREATES SAFER RIDES FOR YOU AND
YOU DOG**

*Leading Pet Product Manufacturer Introduces Award-winning Leash Design Created to
Provide Safer Walks and Travel in Automobiles*

NORTH HILLS, Calif. (July 15, 2008) – Bamboo, the pet care division of baby product manufacturer Munchkin, Inc., introduces a safer solution to road trips with your pet: the **Bamboo Quick Control Leash + Seat belt latch**.

Available in 3ft. and 6ft. lengths, the Quick Control® Leash + Seat belt latch is a comfortable, durable, adjustable leash with a distinct difference -- an integrated, universal seat belt connector that prevents your dog from moving around and distracting you while driving, adding safety and convenience when traveling with your dog.

Unrestrained pets run the risk of being dangerously thrown around or out of a vehicle in a crash, The American Veterinary Medical Association (AVMA) has recognized the danger of an unsecured animal in a moving vehicle and recommends that all pet parents use a seat belt latch and harness while in the car. In the event of a crash, restrained pets are less of a threat to emergency personnel and will not have the opportunity to run away.



There are currently over a dozen states with proposed legislation requiring all dogs to be secured when riding in a moving vehicle. Many states already have laws requiring pets to be tethered in the back of pick-up trucks.

Aside from being seriously unsafe, driving with an unrestrained pet can cause driver distraction. According to the Network of Employers for Traffic Safety, 25-50 percent of accidents each year are attributed to distraction. Keeping your pet properly restrained will prevent him from jumping excitedly around in the car or climbing into your lap while you are trying to drive.

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The Quick Control Leash + Seat belt latch includes an integrated, universal seat belt connector that fits most cars. It features double strength soft nylon, a padded handle and reflective stitching for better visibility at night, as well as a zippered pocket to store waste bags, keys and money. It is available in two sizes, 3 ft. (adjusts from 30” to 42”) and 6ft. (adjusts from 66” to 78”), and comes in five bold, two-tone fashion colors—black, red, blue, pink, and orange.

Part of being a responsible pet owner requires that you are in control of your pet outside of your home. Quick Control allows dog owners to safely be in charge of their dog’s behavior during walks and in the automobile. The Quick Control Leash + Seat belt latch is Bark Buckle UP recognized. Bark Buckle UP’s mission is to save pets lives by promoting responsible pet travel safety. For more information and to see Quick Control in action, please visit www.BambooPet.com.

ABOUT BAMBOO & FAT CAT INC.

Headquartered in North Hills, Calif., Bamboo® is the pet care division of Munchkin Inc., a market-leading designer, manufacturer and distributor of baby accessories. Launched in 2004, Bamboo, upholds the Munchkin philosophy by developing clever, innovative pet products that excite, delight and make life easier, safer and more enjoyable for families. Bamboo understands that pets are an integral part of today’s family and deserve the same kind of high-quality, safe and innovative products that are created for children. After all, pets are kids too! In 2007 Bamboo acquired Fat Cat Inc., a leading designer of whimsical dog and cat toys – all created to make people & pets laugh. For more information, visit www.bamboopet.com and www.fatcatinc.com.

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