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Precision Pet Products Goes Hollywood!

On Friday, January 25 & Saturday, January 26, 2008, Precision Pet Products participated in the **Celebrity Gift Room at the 14th Annual Screen Actors Guild (SAG) Awards**.

Precision Pet representatives personally presented over 100 celebrities with their choice of the new SnooZZy Natural Cozy Bumper Bed or SnooZZy Cheetah Daydreamer with Pillow. The event gave celebrities the opportunity to have a sneak preview of the beds one month prior to their product launch.

The SnooZZy beds received rave reviews. "I love it!" Traci Bingham of *Baywatch* said boisterously as she mulled over which bed would be best for her new boxer.

"This would be perfect for my dog. Her name is Barbara Walters, but we call her Babs when she's bad" chuckled Hal Sparks of *Talk Soup* as he grasped onto the SnooZZy Cheetah Daydreamer bed.

The new cast of *American Gladiators* went from brawny powerhouses to benevolent softies as they held the SnooZZy Natural Cozy Bumper Beds and boasted about their beloved pets.

Andrea Bowen, SAG award nominee for *Desperate Housewives*, was among the many celebrities to take home one of the new SnooZZy beds. And an array of classic celebrities, both from the big and small screens, marveled at the luxury bed collection. Barry Williams (*the Brady Bunch*), Joe Mantegna (*The Godfather III*), Marilu Henner (*Taxi*) and the 1955 Academy Award winner for *Marty*, Ernest Borgnine are just to name a few. Borgnine had just celebrated his 91st birthday the day before the event.

Following the event, celebrities continued to contact Precision Pet Products acknowledging their admiration of the company and its products. In a letter from Beverly Mitchell from television's *Seventh Heaven*, she wrote, "We love our dog bed and both my black pug, Bella and my chihuahua, Chico try to claim it as their own. Thanks so much. We are a huge fan of your company and your products, being as we have so many in our home. All of our dogs sleep in your crates! Thanks again from a loyal customer!" More similar follow-up letters were received from other celebrities such as Ernie Hudson from *Ghostbusters* and Christopher Showerman from *George of the Jungle II*.

It's no surprise that the SAG Awards gift room guests gravitated towards Precision Pet's new SnooZZy beds. The SnooZZy Natural Cozy Bumper Bed is the perfect marriage of the company's ultra-soft Cozy plush material and the top-selling bumper (crate) bed design! The "bumper" style provides every pet with maximum comfort whether lounging in their crate or snuggling in the living room. Just like the "Original" fleece SnooZZy Bumper Beds, Natural Cozy Bumper Beds come in six sizes and are completely machine washable.

The SnooZZy Cheetah Daydreamer Bed with Pillow is perfect for the smaller pampered pet. Made with ultra-luxurious plush in a fashionable cheetah print, it has a removable/reversible pillow. The pillow and removable bed cover are machine washable. The bed is available in three sizes.

For more information on Precision Pet Products, visit their website at www.precisionpet.com.