

Contact: Jo Hunt
DHA Lifestyle PR
27703 Eastvale Road
Palos Verdes Peninsula, CA 90274
(310) 541-2800
jo@delyon-hunt.com

FOR IMMEDIATE RELEASE
(w/ hi-res images)

Petlinks® Introduces Two New Therapeutic Memory Foam Pet Beds

The “Memory Lounger™” provides all the therapeutic benefits of a conforming memory foam cushion perfect for aging or convalescing pets. The “Luxury Lounger™” has all the same advantages of a memory foam bed with the addition gel infused technology reducing heat retention for enhanced cooling.

San Rafael, CA (Mar. 12, 2014) – Getting old is no fun. Just like their human counterparts aging pets can suffer from the same aches and pains that can make it difficult for them to rest and sleep comfortably. With that in mind, Petlinks has created two new beds designed to make it easier for older or convalescing pets to get the rest that they need - the Memory Lounger deluxe bolstered bed with memory foam cushion and the Luxury Lounger therapeutic gel couch-style bed which is available in 3 sizes.

“These beds are indicative of the efforts that we put into developing our products,” said Wonjung Song, Director of Innovation and Pet Bedding for Worldwide. “We are using the latest in memory foam and gel-infused technology in the design and construction of these beds. These materials are the same that you will find in some of the top end mattresses that we humans enjoy so much.”

Petlinks’ Memory Lounger deluxe bolstered bed with memory foam cushion conforms to a pet’s body contours reducing pressure points while providing the support and comfort that is essential for good rest. While all pets will appreciate the comfort that this bed provides it is especially beneficial for older, arthritic and convalescing pets. The Memory Lounger also surrounds pets with thick, supportive side bolsters filled with a high-loft fiber providing an additional level of comfort. The bed has a machine

washable cover and measures 28" x 24" x 7" **with an MSRP of \$89.99.**

-more-

Petlinks
2-2-2-2

The Luxury Lounger therapeutic gel couch-style bed uses a special Petlinks gel that is infused into orthopedic memory foam to provide pressure point and pain relief for all dogs, but especially those with arthritis and other ailments. This gel infusion technology improves airflow and reduces heat retention in the bed making it more comfortable for pooches of all sizes and shapes. This couch-style bed features raised side bolsters for additional comfort and security and has a machine washable cover. The Luxury Lounger is available in three sizes - medium 27" x 22" x 8", large 32" x 25" x 8.5" and extra large 40" x 30" x 10" **with MSRPs of \$74.99, \$89.99 and \$119.99 respectively.**

"These beds really are comfortable," added Song. "They are perfect for older dogs, arthritic dogs, convalescing dogs or any dog that appreciates a great place to curl up and take a nap."

For more information about these beds please visit the website at <http://www.petlinkssystem.com>.

About the company

The Petlinks® brand is manufactured by Worldwise®, a leading consumer pet products company. By developing unique, high-quality products made from natural, recycled, reclaimed and certified organic materials, and distributing them through the nation's largest retailers, Worldwise® brands are changing consumer beliefs about the look, feel, price and performance of environmentally-responsible products. www.worldwise.com