

For immediate release

Midnight Pass Products for 2008.

DATELINE: MARSHFIELD, MASS AND SAN DIEGO, CA

Midnight Pass, Inc., creators of the innovative and wildly popular Pet Cruiser® line of bicycle and automobile pet travel solutions, will be debuting new pet products to wholesale buyers at the 2008 APPMA Global Pet Expo in San Diego, CA.

Midnight Pass, a direct marketer and online retailer with corporate headquarters in Marshfield, Mass., produces problem solving products that enable consumers to safely travel with their pets in autos, trains, boats, airplanes or while pedaling bikes. Innovative pet gifts include Pet Cruiser®, Wicker Cruiser™, Pooch Caboose™, Sport Cruiser™, Auto Cruiser™, Portfolio Cruiser™, Pet Pilot® and the Pet Murphy Bed™ line of stow-away pet beds.

“Midnight Pass has enlarged its existing outdoor pet product base to include new and improved pet travel gear”, said Brad White, founder and president of Midnight Pass, Inc. “The company is enjoying an upsurge in wholesale orders, export demand, home shopping and retail sales as a result of our thoughtfully designed, rugged quality Pet Cruiser® line of products. By Summer 2008, nearly 600,000 paws will have stepped into a Midnight Pass Pet Product,” White added. The company was recently featured in The Wall Street Journal for offering the latest in auto pet restraint technology as well in Pet Business Magazine, Pet Age Magazine and the San Diego Tribune for recent product innovations.

“Midnight Pass is working towards being the leader in the pet containment and transportation field said a recent New York retail customer who owns every product that Midnight Pass creates.

New products in 2008 include, a new swinging pet gate developed jointly with two of the area’s elite product development MBA programs in the nation, Babson College and Rhode Island School of Design (RISD) with professors from MIT (MA Institute of Technology) to co-create breakthrough new technology in home pet containment which is scheduled to be introduced in 2008.

Midnight Pass, Inc. was the first to burst onto the pet industry scene in 2001 as the original marketer and distributor of Pet Strollers, as well as outdoor portable cat/dog containment products, shipping over 100,000 portable pet containment products world wide while racking up numerous awards for customer service, innovation and product quality along the way. Midnight Pass, Inc. currently offers the following proprietary pet products as a direct marketer and online retailer:

The **Wicker Cruiser™** and **Sport Cruiser™** pet bicycle baskets are part of the Pet Cruiser® line of travel solutions for your pet. They are for cyclists that want to enjoy the outdoors with their small dog and range from \$80 to \$90 retail. New colors and designs, including the **Pooch Caboose™**, are being introduced in 2008 and major catalogers have already placed orders White said.

The Wall Street Journal reported in the Cars column in July 2007 that, “*Pets roaming free in cars face the same dangers as passengers who don’t buckle up. Little dogs and cats will benefit from booster seats that are secured with straps and seat belts such as the Midnight Pass Inc’s Pet Cruiser Auto™ seat. Making pets comfortable is probably the first step toward stress-free travel as well as having one less distraction on the road,*” reported Elva Ramirez, columnist for the *WSJ*.

Trumpeted in the Wall Street Journal as “*the first step toward stress-free travel,*” the **Auto Cruiser™** is the Pet Cruiser® product that solves your pet-traveling needs: It’s a fully enclosed pet booster car seat with suitcase that doubles as a travel kit complete with personalized name tags, fleece pad, loads of storage areas, removable food and mesh toy bags that keep your pet’s toys and food secure. It’s a convenient pet carrier too. MSRP @ \$129.95. The Auto Pet Cruiser™ attaches to an automobile’s seat belt while safely containing him/her.

Portfolio Pet Cruiser™ - a slimmer version of the Auto Pet Cruiser™ without the suitcase is also available for folks who desire a pet carrier that carries like a briefcase and pops up to a comfy patent pending pet carrier. Great for trains and planes too. Retail \$99.95.

The Pet Murphy Bed™ is a folding hide-away pet bed that is great for small apartments, condos and even RV's. It is made to be comfortable for dogs and stylish for owners. Solid, furniture-quality construction made from environmentally friendly reclaimed rubber wood in Thailand make this bed a big hit with urban dog owners. Recently featured in the *New York Times*, *CBS This Morning* and *The Rachel Ray show*. A stylish, compact version of the adult Murphy bed. The Pet Murphy Bed offers a cozy and chic space for your pet to lounge; Midnight Pass' innovative Pet Murphy Bed is the ultimate in comfort and complements your home by easily blending in with existing décor. The Pet Murphy Bed is a smart patent pending sleeping solution for home and recreational vehicle owners, where pet space is limited. Available in Black, Mahogany and NEW sail cloth white in 2008. Holds up to 200lbs. Retail \$279.95.

Pet Pilot™ by Creature Leisure® - Featured on *NBC's Today's Show* "Traveling with Your Dog" segment. Perfect for "jet-setters" around the globe, this chic, soft-sided rolling pet carrier doubles as a backpack. Pet Pilot is made from sturdy nylon construction. It holds pets or gear and greatly enhances your mobility. Retail \$175.00. Midnight Pass also carries the full line of Creature Leisure® soft-sided crate systems.

Award Winning Service and Products

The company recently won five editors choice awards from Cat Fancy Magazine and Pet Business in 2003, '05, '06. Midnight Pass products were recently highlighted in 2008 in the same magazines for product innovation excellence. Additional recent press includes the NBC Today Show, ABC Good Morning America, CBS Evening news, CBS This Morning, House & Garden, Newsweek Japan, Elle Décor®, Town & Country, Metropolitan Home, The New York Times and The Wall Street Journal. For a preview of Midnight Pass' pet products, visit www.midnightpass.com.

About MidnightPass.com

Headquartered in Massachusetts, Midnight Pass is a direct marketer and online retailer since its inception in 1998. Founder [Brad White](#), formerly the Director of Business Development at Sharper Image Corporation, envisioned something new by running his own high quality direct marketing business of products that make sense. White has taken years of product know-how and created a service that offers easy access to a wide range of innovative products and excellent customer service. Midnight Pass offers one-of-a-kind specialty gifts and accessories for pets, home, office, garden, recreation and travel that can be viewed and purchased online at www.MidnightPass.com or by calling toll free (877) 844-GIFT (4438). The wholesale hotline is (877) 897.7700.

Midnight Pass is a proud member of the American Pet Products Manufacturing Association, Inc. (APPMA), the non-profit trade association located in CT.

Sales & Distribution: Midnight Pass® Inc, 149 Old Main St, Suite 489, Marshfield Hills, MA 02051-0489. Email: care@MidnightPass.com. Website www.MidnightPass.com

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CONTACT: Brad White, Midnight Pass Inc tel (781) 834.0112, Email: Brad@MidnightPass.com.