



News Release

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PetBuckle to display its two latest innovations at San Diego's Global Pet Expo

Westfield, Ind. – Jan. 25, 2008 – PetBuckle will showcase two new products at the February Global Pet Expo in San Diego, Calif., the pet industry's largest annual trade show. The PetBuckle Small Breed Harness and the PetBuckle Leash and Collar Combination will be displayed in the trade show's New Product Showcase, which provides an opportunity for manufacturers to display their latest innovations.

"We're excited to show off these new products," said Will Dodson, General Manager for the Outdoor Division of IMMI. "IMMI has worked with occupant protection systems for over 40 years, and we're continuing to bring that same expertise to PetBuckle products."

The PetBuckle Small Breed Harness, the newest harness in the line, offers protection for dogs weighing 20 pounds or less, with chest circumferences of 10 to 20 inches. PetBuckle seat belt harnesses are the industry's only automotive quality pet travel products, designed to provide crash-tested safety. The seat belt harnesses provide protection by using the vehicle's seat belt to safely secure a harnessed dog, reducing driver distraction and increasing the protection of passengers and pets in the event of a collision.

PetBuckle prides its Leash and Collar Combination on being the fastest, easiest leash/collar operation on the market. The use of the Click-On Squeeze-Off Leash together with the fixed, rigid collar ring makes the attachment and detachment of the leash an easy, one-handed operation.

PetBuckle products are currently available through select distributors around the country, including Wal-Mart and PetSmart.

About PetBuckle and IMMI

PetBuckle brand safety systems are made with seat belt buckles, latches and adjusters and are tested using the same test equipment used to test child restraint component systems. The products are manufactured and marketed by IMMI, a world leader in occupant protection products, with headquarters in Westfield, Indiana. The company produces hundreds of products for various sectors, including the commercial vehicle, emergency vehicle, child seating and school bus industries. A well-established presence with facilities in the United States, Mexico and the United Kingdom, IMMI serves customers throughout the world.

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Photo Caption 1: The PetBuckle Small Breed Harness provides protection for dogs weighing 20 pounds or less.

Photo Caption 2: The PetBuckle Leash and Collar Combination make the attachment and detachment of the leash from the collar an easy, one-handed operation.

BoatBuckle | *CargoBuckle* | *PetBuckle*