



News Release

Rebecca Scholer
IMMI Communications Manager
317.867-8283
rebecca.scholer@imminet.com

PetBuckle® Wins Top Honor at AAPEX

Westfield, Ind. – Nov. 14, 2007 – The PetBuckle® safety harness was awarded with the prestigious AAPEX award at the organization’s annual Las Vegas trade show on Nov. 1.

The Automotive Aftermarket Industry Association (AAPEX) awarded PetBuckle first place in the “Safe & Sound” category of the New Products Showcase, recognizing the harness as increasing the safety and security of drivers and their pets. The industry’s only automotive grade pet travel harness, PetBuckle boasts ease of use, a durable design and exceptional comfort. The adjustability of the safety harnesses in the PetBuckle line enables just two sizes to fit the smallest to largest of dogs.

“We’re honored by this recognition,” said Will Dodson, General Manager for the Outdoor Division of IMMI. “It validates our goal with PetBuckle--to improve the safety of pets and their owners while traveling. Most pet owners understand the value of securing their pet in case of an accident, but reducing distraction for the driver is a critical but often overlooked benefit of our harness.”

PetBuckle has been thoroughly tested at the Center for Advanced Product Evaluation (CAPE) and is demonstrated to offer seatbelt-quality protection for pets. While lightweight and comfortable enough to be used as a walking harness, PetBuckle is the strongest travel harness on the market.

PetBuckle is available online through the PetBuckle iStore as well as through a number of national retailers. For information on availability, visit www.petbuckle.com

About IMMI

PetBuckle brand safety systems are manufactured and marketed by IMMI, a world leader in occupant protection products, with headquarters in Westfield, Ind. 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 in nearly every country of the world.

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