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Kurgo Teams Up With National Bark-BuckleUp Campaign at San Diego International Auto Show

*- The Bark-BuckleUp Campaign Educates Pet Parents on the Importance of Securing
Their Pet Safely for Travel -*

SALISBURY, MA. – Millions of dog owners in the U.S. travel with their dog in the vehicle everyday, yet only 20% admit to using a restraint on their pets, according to the American Pet Products Manufacturers Association.

The Bark-BuckleUp campaign is a grass roots organization that educates pet parents on how to put on and take off safety pet restraints and the importance of buckling up your pet in the vehicle. The campaign's message will be front and center at the San Diego International Auto Show, December 26-30th, 2007 at the San Diego Convention Center, showcasing pet travel products that will keep your pooch safe.

Kurgo products include the Wander Hammock, Tru-Fit Smart Harness, Backseat Barrier and the Auto Zip Line, recently named as a Consumers Digest Best Buy.

“We are very excited to be involved with such a great campaign such as Bark-BuckleUp. Helping to improve the safety of traveling with pets is our top priority and now it's a team effort,” said Kurgo™ President Gordon Spater.

Bark-BuckleUp's STAT-TRACKER PROGRAM collects and stores valuable in-depth statistics from across the country. This data will be used to assist insurance companies, government agencies and many other entities to help further the campaign

message. For more information about the Bark-BuckleUp campaign please visit www.barkbuckleup.com.

To learn more about Kurgo products log on to www.kurgo.com.

For a schedule of events at the San Diego International Car show check out www.sdautohshow.com For further assistance contact Leah Nelson at MassMedia at 775-322-0755 or leah@massmediacc.com.

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Kurgo™ products are designed, manufactured and marketed by Motivation Design LLC, a product development firm based in Salisbury, Massachusetts. The company develops simple solutions for everyday problems. The Kurgo™ product line currently includes convenient products for traveling with your dog such as the Wander Hammock, Tru-Fit Smart Harness, Backseat Barrier and the Auto Zip Line, recently named as a Consumers Digest Best Buy. In addition Kurgo™ offers a line of tire storage and car organization products including the Tire Tote, Tire Garage, Auto Tray Table, Sack Hook, and Trunk Cleat. You can see more about this ever-evolving line of products at www.kurgo.com.