

fact sheet

IT'S A PILLOW. IT'S A PET. IT'S A PILLOW PET!



Media Contact: Manou Allison
manou@mypillowpets.com

What: One of the most unique products in the Pillow Pets® portfolio of products is the Sleeptime Lites line. Sleeptime Lites are functional and fun - they are both a night light and plush toy all in one. Sleeptime Lites are cute plush stuffed animals that glow as a nightlight and that project colorful rainbow stars onto the ceiling. Alternating hues of amber, blue, yellow, red, pink and green lights become rainbow-colored stars and set the scene for a magical nighttime room. Sleeptime Lites include a built-in timer that automatically shuts the lights off after 20 minutes, giving little ones just enough time to drift off asleep. There are three operating modes: All 6 LEDs fading on and off rapidly, or all 6 lights fading on and off gradually, or just the blue, green and pink LEDs fading on and off gradually. Sleeptime Lites come in our adorable original Pillow Pet designs including our most popular licensed characters. Appropriate for ages 0 and up.

Where: Sleeptime Lites retail for approximately \$34.99 and are available at major retail locations as well as on many ecommerce sites online, including the Pillow Pets website www.pillowpets.com.

Who: Since 2003, Pillow Pets plush folding stuffed animals have been bringing joy, comfort and smiles to all ages. Made of high quality, super soft plush fabrics, Pillow Pets are both fun and functional and make the most precious snuggle pal for you or your loved one. The concept for the snuggly companions was the brainchild of a San Diego-based mother of two, who had grown tired of picking up stuffed animals strewn across her children's rooms. An ideal naptime companion – not to mention a comforting partner on road trips or airplane rides – Pillow Pets plush folding stuffed animals are anything but just another stuffed animal. These unique creations start out as a plush pet during the day, and then unfasten to become a pillow for reading, watching television, or studying at night. Super soft, parent approved, fun and functional, high quality plush designs that last through childhood and beyond.



sleeptime lites