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Showering Pets with Love and Presents on Valentine's Day

New Line of High-End Pet Furniture Offers Gift of Comfort and Style

San Francisco, CA (Jan. 12, 2010) - Love will soon be in the air as consumers head to stores and online to purchase a Valentine's Day gift for that special someone in their lives. Pets offer love and affection every day to their owners so it only seems fair that they too receive a special token on Valentine's Day. Last year The National Retail Federation expected consumers to spend approximately \$367 million on their pets for the holiday. That confirms that pet parents truly appreciate their four-legged companions.

While yummy treats and toys are a traditional gift choice they're often short-lived. Why not pamper them every day and night for months to come with a new bed? Neko Habitat LLC, a boutique pet furniture company, has created a new line of high-end pet furniture that not only offers luxurious comfort for a pet; it's an eye-pleasing compliment to a home's décor.

The company's three lines of upscale pet beds include the Cradle, the Pan and the Wave and are elegantly designed with an ultramodern flair, are ruggedly durable and paired with vibrant color patterns. The beds retail for \$235 to \$250 and were created for cats or small dogs. They can be purchased exclusively at www.nekohabitat.com.

"Maneki neko means 'beckoning cat' or 'lucky cat' in Japanese," explained Hitomi Yasuda, Principal and Co-Founder of Neko Habitat LLC. "And any pet fortunate enough to receive a Neko Habitat bed for Valentine's Day is lucky indeed! These beds are unsurpassed in quality and akin to sleeping on a gentle cloud – but also specifically designed to compliment your home's existing décor. It's the perfect celebration of lavish comfort and artistic sophistication."

The beds combine sleek and eye-catching fabrics with exotic materials and stainless steel construction, engineered to deliver the perfect balance of quality, safety and a lifetime of durability. They are Made in the USA. The company is hoping to soon offer additional products including feeding stations, perches, towers, wall climbers and scratching posts.

Neko Habitat LLC was created after Yasuda adopted three kittens last summer and tried to find modern, contemporary pet furniture that expressed how much she loved them while still staying true to her home's inner décor. She discovered that the pet product landscape was almost entirely barren and that all the available designs were unimaginative and the colors lackluster.

For product specifications, images and to interview Neko Habitat LLC co-founder Hitomi Yasuda, please contact Sharyn Frankel at 508.561.9357 or via email at sharyn@fetchingcommunications.com.

About Neko Habitat LLC: *Merging familiar, soft textures with modern materials, Neko Habitat is dedicated to delivering discerning pet owners the highest quality pet furniture products available anywhere on the market. Elegantly designed with an ultramodern flair, ruggedly durable and*

vibrantly colored, Neko Habitat backs all its products with a guarantee of complete satisfaction. The Japanese translation of the Neko Habitat company emblem, the “maneki neko,” is literally “lucky cat.” For more information about Neko Habitat, please visit www.nekohabitat.com or call +1 (415) 939-NEKO (6356).

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