



MEDIA RELEASE – SUPERZOO EXCLUSIVE

Pod GPS Pet Tracker to Introduce First-of-its-Kind Version 3 at SuperZoo New model follows 300% Year-Over-Year Growth Partnerships Range From Pet Retailers to Universities and Major Motion Pictures

SuperZoo – Pod, the world’s smallest, lightest, fully-waterproof GPS Pet tracker, will introduce Version 3, which features two-way WiFi communication, a first for a device of this kind, at SuperZoo. In recent weeks, Pod has also announced 300% year-over-year growth and a range of major partnerships. Pod’s founder and creator, Sebastian Langton, cited strong sales demand and global interest that has made Pod a leading player in the pet tracking market.

“Version 3 will be an important step forward in our mission to help people track their pets. The past year has seen amazing growth for Pod as people worldwide have responded to what our service can provide for the wellbeing of the animals they love,” Langton said. “We have made partnerships with major pet retailers like PetBarn and PetSmart, universities like UNSW, who plan to work with us on our data, and even major Hollywood movies to make sure the message that you never need to lose your pet again is heard.”

The story behind Pod has featured in headlines around the world. A little more than two years ago, Sebastian Langton lost his best friend in the world, Rango, who he called “possibly the coolest cat on the planet” and his companion through many adventures. After going through the pain of losing Rango, Seb was determined to find a way to prevent other pet owners from going through the same pain.

He learned that one in three pets go missing in their lifetime, which is more than ten million pets a year - and that it’s preventable. The idea for Pod was born -- a vision to develop the best pet tracker in the world. He and his team built a prototype, kicked off a crowdfunding campaign that raised more than \$150,000, generated massive global awareness, and helped Pod grow rapidly into one of the leading GPS pet trackers in the world.

Hi-res images and video are here:

<https://www.dropbox.com/sh/mbxtphluzhz9r1p/AAB6S47Usq1CFrVHrOQiqz6Ma?dl=0>

About Pod

Pod is a real-time GPS device, specifically designed to track and locate your cat or dog anywhere in the world. It is simple to use, ultra-light, waterproof and built to withstand the toughest of pet adventures. Now you never have to worry about losing your best friend again.



Pod has been engineered to be the smallest & lightest real-time GPS pet tracker in the world. Its unique barrel design has been created to be as comfortable on your animal as possible and our custom strapping mechanism allows your Pod to fit collars of all shapes and sizes. Unlike other trackers on the market, each Pod comes with two interchangeable batteries so you never have to remove the unit from your animal's collar or worry about downtime while the unit is charging.

Pod is packed with technology and supported by the Pod mobile app and website, which allows you to interact with your unit by setting custom safe zones, monitoring activity and much more.

- Real-time location
- Perimeter alerts
- Activity tracking
- Fully waterproof
- Interchangeable batteries
- No contracts, No monthly fees

Pod uses Vodafone and its partner networks from around the World to provide the communication between the Pod and the app.

www.podtrackers.com

About SuperZoo

SuperZoo is the most popular trade show for the pet retail industry in North America and provides independent pet store owners with the knowledge and resources they need to be successful. For the sixth consecutive year, SuperZoo has grown in exhibitor space and square footage and was listed a Trade Show Executive's Gold 100 trade event in 2014. Produced by the World Pet Association (WPA), the show attracts thousands of retailers, product suppliers and service providers at each annual event. WPA is the oldest industry organization promoting the responsible growth and development of the companion pet and related products and services industry, and works to educate the general public in order to ensure safe and healthy lifestyles for all our animal friends. In addition to producing SuperZoo, WPA is the host of America's Family Pet Expo, the world's largest consumer pet and pet products expo, held annually in Costa Mesa, California, the Atlanta Pet Fair & Conference, held in Atlanta, and the Aquatic Experience, held in Chicago. For more information: www.superzoo.org.

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