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**Kurgo's™ Auto Zip Line™ Named A Consumers Digest Best Buy**  
- *Kurgo's™ Award-Winning Auto Zip Line™ featured in respected consumer magazine as an "ingenious invention" -*

**SALISBURY, MA.** – Kurgo™ announced today its Auto Zip Line™ has been selected as a Best Buy in Pet Products by Consumers Digest.

The Auto Zip Line™ is a safety harness and restraint system for your dog. It features a sturdy web strap cable that attaches between the two rear passenger side handles, creating a tether run, allowing your pet the freedom of moving around in the back seat while providing safety in case of sudden stops.

"We like how the fit of the seatbelt doesn't put pressure on the dog's throat," reported Consumers Digest. "[It's] an ingenious invention."

A Consumers Digest Best Buy is defined as a product that offers the most value for a given amount of money and merits special attention from consumers based on its combination of performance, ease-of-use, features, durability, warranty, efficiency, styling and maintenance and servicing requirements.

"Kurgo's™ main mission is to protect dogs, their drivers and other passengers from the unfortunate dangers of driving," said Kurgo™ President Gordon Spater. "We are proud to be recognized by Consumers Digest and it further confirms the importance of restraining your pet in a vehicle."

The Best Buy designation of the Auto Zip Line™ comes fast on the heels of two international awards for best product from the 2006 Specialty Equipment Market Association (SEMA) award show in Las Vegas and a featured segment on the CBS Early Show.

The Auto Zip Line™ fits most vehicles from compact to SUV's, requires no tools or extra hardware and is easy to install. The Auto Zip Line™ retails for \$39.95 and is

available at Amazon.com, In the Company of Dogs, Bavarian Autosport and through many other pet retailers.

For more information on the Auto Zip Line™ and other Kurgo™ products or to find a local dealer, visit [www.kurgo.com](http://www.kurgo.com). If you would like more information, product samples or images contact Leah Nelson at MassMedia at 775-322-0755 or [leah@massmediapr.com](mailto:leah@massmediapr.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](http://www.kurgo.com).*