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FOR IMMEDIATE RELEASE

**WORLDWISE POISED FOR GROWTH WITH
ACQUISITION BY MISTRAL EQUITY PARTNERS**

San Rafael, California, May 4, 2011 -- Worldwise, Inc., manufacturer of leading pet brands including SmartyKat, PoochPlanet and Petlinks, has been acquired by Mistral Equity Partners, a New York-based private equity firm focused on the consumer and media sectors.

Worldwise brand products, sold through major retailers in the U.S. and Canada in mass, grocery and pet specialty channels, offer dog and cat owners innovative, stylish and environmentally-responsible solutions in the bedding, toy, scratcher, treat and litter accessory categories. Products are made using natural, certified organic, reclaimed or recycled materials.

"Mistral shares our desire to offer pet owners smart, stylish, sustainable products, as well as our vision for rapid growth through product and customer innovation," said Matt Turnbull, Chief Executive Officer of Worldwise. "Our partnership with Mistral will help us continue to expand Worldwise-brand presence across multiple product categories and retail channels. Their expertise in the consumer sector and experience growing brands in niche markets makes them the ideal partner for us." According to Mistral, Worldwise was also a good fit for the firm's investment interests. "We have been seeking a platform company in this sector and are looking forward to partnering with Worldwise management to capitalize on the pet industry's favorable market trends," commented Andrew Heyer, Managing Partner of Mistral Equity Partners. "Worldwise's highly-sophisticated approach to the pet accessory market combines fashion-oriented product design and innovative capabilities with an environmentally-responsible branding strategy."

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“These unique attributes, along with the company’s scalable and reliable supply chain, have established Worldwise as a trusted partner to key retailers.

The Gulfstar Group of Houston, TX acted as Worldwise’s exclusive financial advisors.

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About Mistral Equity Partners

Mistral Equity Partners is a private equity firm comprised of highly experienced investment professionals and seasoned industry executives. The firm specializes in the consumer, retail, and consumer focused media sectors, and is especially attracted to businesses that are supported by strong demographic trends and fundamental changes in consumer preferences. Mistral’s principals have a long history of working together and identifying successful investment opportunities with these characteristics. Mistral’s portfolio includes Shearer’s Foods, Inc.; Jamba, Inc.; Worldlynx Wireless LP; Orval Kent Food Company; LoveSac Alternative Furniture Co; and Country Pure Foods, LLC.

About Worldwise Inc.

Worldwise is a leading consumer pet product company offering dog and cat products under the SmartyKat, PoochPlanet and Petlinks brands. By developing innovative, high-quality products from natural, recycled, reclaimed and certified organic materials and distributing them through the nation’s largest retailers, Worldwise brands are changing consumer beliefs about the look, feel, price and performance of environmentally-responsible products.