



run, rest, repeat

PoochPlanet®

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(w/digital images)

IT'S EASY TO DO SOMETHING NICE FOR YOUR DOG AND THE PLANET AT THE SAME TIME WITH FLUFFY POOCHPLANET® PET BEDS FILLED WITH ECOREST® RECYCLED FIBERFILL

Dog owners who buy PoochPlanet® pet beds for their cozy good looks can also take comfort in knowing their purchase is helping prevent millions of plastic bottles from ending up in landfills.

San Rafael, CA (May 19, 2010) - Forget (for now) about how many hybrid cars you'll find parked in their driveways or how full their recycling bins are at home, American pet-lovers are improving life on the planet in a big way simply by buying PoochPlanet pet beds filled with EcoRest, a recycled bedding fiberfill made principally from recycled 1-liter plastic bottles. In 2009 sales of PoochPlanet beds helped reduced the number of recycled plastic bottles going into landfills by the equivalent of about 30 million.

PoochPlanet by Worldwise, a consumer products company that uses natural, recycled, reclaimed or certified organic materials to make its products, offers a diverse collection of stylish pet beds, the majority of which include EcoRest, a term coined by Worldwise for this innovative fill. They include the classic Pet Bed pillow-style bed, the luxurious LazyLounge pet bed and the cute and curly Warm'nFuzzy crate mat, to name just a few.

"At first glance, pet owners appreciate our pet beds for their style, innovative design and affordable price," says Christina Gray, Marketing Communications Manager for PoochPlanet. "But they feel like environmental superheroes once they read the EcoAdvantages® label and discover their one purchase means 22 or more bottles, for instance, won't end up in the dump."

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POOCHPLANET ECOREST, 2-2-2-2

A few facts about plastic bottles can help us better appreciate PoochPlanet bed even more: Americans throw out two and a half million plastic bottles every hour. Eight out of every 10 bottles end up in a landfill, and since it takes about 700 years for one of those bottles to begin composting this is a problem that is going to be around for a long time.

EcoRest is created by heating small chips of recycled plastic while spinning them until a fluffy fiber resembling cotton candy is formed. The fill is not only an innovative use of a recyclable resource it also outperforms other fills in terms of loft, resilience and durability.

The EcoRest story is a dramatic one. But it's only half the story when it comes to PoochPlanet pet beds.

"You can use recycled materials to make your products, but if no one wants to buy them then you have accomplished very little," added Gray. "PoochPlanet beds are uncommonly stylish and affordable no matter where you stand on global warming."

Styles range from traditional pillow-style beds to structured cuddle-up beds to therapeutic memory foam beds and crate mats. Colors, textures and patterns change seasonally so the dog bed always looks fresh in the home environment and many feature zippered, machine-washable covers for easy care.

"We are always looking for new methods and materials that will allow us to use recycled materials," concluded Gray. "If we can continue to use recyclables to create products that people want and sell them at a reasonable price on a large scale, then we are accomplishing the mission that we set for ourselves when we created PoochPlanet."

The PoochPlanet pillow-style pet bed is priced according to size from \$17 to \$48., the LazyLounge and Warm'nFuzzy retail for around \$30. PoochPlanet pet beds are available at Walmart, Sam's Clubs, Publix, Kroger and Meijer and other leading retailers. For more information about PoochPlanet pet beds or EcoRest recycled fiber fill, visit www.worldwise.com or call 1-800-967-5394.

The SmartyKat and PoochPlanet brands are manufactured by Worldwise, a leading consumer pet products company. By developing unique, high-quality products made from natural, recycled, reclaimed and certified organic material, 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. www.worldwise.com.