



one cat, many needs.

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For Immediate Release
(image disc included)

Cardboard Couture:
Recycled Corrugated Scratchers Mix Fashion And Function

New CurvyPaws™, CatChaise and SuperScratchUP™ and are smart, stylish and sustainable

Orlando, Florida - Global Pet Expo (March 25, 2010) - Many cats dig corrugated scratchers - the rough, honeycomb-textured surface is the next best thing to tree bark, a cat's preferred scratching target in nature. That's why SmartyKat is adding two stylish new corrugated scratchers to its unparalleled scratch-solution product line.

"Corrugated scratchers have been and continue to be bestsellers because cats love them; and because cats love them, they are very effective," says Christina Gray, Marketing Communications Manager at Worldwise, manufacture of SmartyKat and PoochPlanet pet products. "The popularity of corrugated scratchers has inspired us to look beyond the basic floor scratcher to create innovative designs that are as pleasing to the cat owner as they are to the cat!"

In addition to being such a great scratch surface for cats, SmartyKat recycled corrugated cardboard scratchers are near-perfect as environmentally-responsible products, adds Gray. "The end result is a product that is recycled, recyclable, biodegradable and compost-able.

"We will continue to look for new ways to use recycled corrugated material to create the largest selection of corrugate scratchers in the industry."

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SMARTYKAT CORRUGATED SCRATCHERS, PAGE TWO

NEW!

SmartyKat® SuperScratchUP™ corrugated hanging scratcher

About \$7

Things are looking up for cats and their owners too thanks to the SuperScratchUP™ corrugated hanging scratcher. This sculpturally elegant vertical scratcher is fitted with a rope handle that can be looped around any doorknob or hook in the home. Cats love stretching out full-length to rake their claws down the textured 18" x 5" scratch surface so much they won't give home furnishings a second glance. As with all SmartyKat corrugated scratchers, the SuperScratchUP includes a stash of SmartyKat Certified Organic Catnip for added allure.

EcoAdvantages: made from recycled corrugate cardboard; is recyclable, compostable and biodegradable and certified organic catnip is pure and pesticide free.

NEW!

SmartyKat CurvyPaws™ cat scratcher

About \$20

CurvyPaws™ corrugated cat scratcher is a unique scratcher nested in two pieces that can be adhered to one another (using an adhesive sheet that comes with the item) creating a pedestal-like scratcher for your cat. It can alternatively be left in two pieces for two free-standing floor scratchers. The slightly curvy contour of this scratcher offers your cat not only his favorite scratching surface but both horizontal and angled scratching angles - there is literally no part of this scratcher that is not 'scratch-able.'" A dose of pure and potent SmartyKat Certified Organic Catnip lures your cat to CurvyPaws no matter what shape it takes.

EcoAdvantages: made from recycled corrugate cardboard; is recyclable, compostable and biodegradable and certified organic catnip is pure and pesticide free.

Worldwise is a leading consumer pet products company founded to make environmentally friendly products attractive, accessible and affordable to the average American consumer. By developing unique, high-quality products from natural, recycled, reclaimed and certified organic materials and distributing them through the nation's largest retailers, Worldwise is changing consumer beliefs about the look, feel, price and performance of environmentally-responsible products.

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