

SmartyKat®



one cat, many needs.

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(w/hi-res images)

**NEW SMARTYKAT® BRUSHUP™ SELF-GROOMING POST ONE OF 10 PRODUCTS
AWARDED THE "BECKER'S BEST" AWARD AT 2011 GLOBAL PET EXPO**

Renowned veterinarian Dr. Marty Becker of ABC'S Good Morning America fame and team of PetConnection reporters select SmartyKat BrushUp as one of ten favorite new products at the Global Pet Expo in Orlando

San Rafael, CA (Mar. 16, 2011) - The new SmartyKat BrushUp self-grooming post received accolades from ABC's Good Morning America resident veterinarian Dr. Marty Becker, who selected the product, manufactured by San Rafael-Calif.-based Worldwise, Inc., as one of its 10 "Becker's Best" new products at the Global Pet Expo show in Orlando, Florida last week.

Becker is the popular veterinary contributor to ABC-TV's "Good Morning America," the resident veterinarian on "The Dr. Oz Show" and the pet expert for the American Association of Retired Persons.

The reporting team from PetConnection.com, Dr. Becker's own website, spent two days inspecting hundreds of new pet products on display in an area equal in size to 12 football fields. Favorites were selected by each team member, semi-finalists were agreed-upon and finally, Dr. Becker narrowed the field to just 10 products that represented the "best-of-the-best" new dog, cat, bird and reptile products at the world's largest pet product trade show.

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SmartyKat BrushUp

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In commenting on the team's choice of the BrushUp for the "Becker's Best" award, PetConnection associate editor Mikkel Becker (Dr. Becker's daughter) wrote, "Keeping cats happy and entertained is always a challenge, right? The BrushUp impressed all of us with its reasonable price and its tower of grabby fingers for the cat to rub its body against. Clever, simple and inexpensive. Great combination."

"We're thrilled the BrushUp captured the attention of Dr. Becker and his team," said Christina Gray, Marketing Communications Manager at Worldwise. "We're sure cats and cat owners will feel the same way about it! Self-grooming products for cats are an entirely new category and we're proud to be offering pet owners these products for the first time."

SmartyKat BrushUp self-grooming post

Things are looking up for you and your cat with the BrushUp self-grooming post! At first glance it looks like a vertical scratching post, but this unique product is covered with hundreds of flexible, silicone bristles that cats love will instinctively want to rub up against again and again. The bristles offer a feel-good massage while pulling away and capturing loose fur. The base of the BrushUp features a directional micro fiber fabric that works something like a lint brush to ensure that any falling fur from the post is trapped there.

The BrushUp, which retails from about \$20, will be available later this year. For more information about SmartyKat and stores that offer SmartyKat products, please visit www.smartykat.com.

About the company

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.

