



one cat, many needs.

Contact: Christina Gray
Marketing Communications Manager
415/526-8255
cgray@worldwise.com
www.worldwise.com

For Immediate Release:
(image disc included)

SmartyKat Turning Toys into Treats (and vice versa)

KnockOut™ treat toy and CatnipKiss™ compressed catnip toy reward cats in two ways

Orlando, Florida - Global Pet Expo (March 25, 2010) - A toy that's dispenses treats and a treat cats can play with, that's the wisdom of SmartyKat at work again to create two new items that blur the line between treat and toy.

NEW!

SmartyKat® KnockOut!™ treat toy - about \$7 - \$8

Cats are born hunters; a reward seems so much more rewarding if they have to work a little for it! Our **KnockOut! treat toy** gives your cat the mental and physical satisfaction of pawing and prodding at the roly-poly toy until it 'knocks out' the cat treats you've put inside. Easy to refill, KnockOut! lets you control the exact number of treats you wish to dispense while helping your cat burn calories. KnockOut! can be used with any cat treat small enough to get through the dispenser opening, such as our own **KnockOut Nibblers**. Look for them wherever KnockOut! and other SmartyKat products are sold. Toy is made from recycled plastic.

NEW!

SmartyKat CatnipKiss™ compressed catnip toy - about \$5

Your cat will act like a kid in a candy shop when you offer him a CatnipKiss™ compressed catnip toy. A unique toy made from 100% organic catnip, CatnipKiss is compressed into a playful shape catnip-loving cats will love to bat around the room. Your cat will fall head over heels for the concentrated catnip power! A dose of pure and potent **SmartyKat Certified Organic Catnip** lures your cat to CurvyPaws no matter what shape it takes. **100% certified organic catnip.**

attractive, accessible and affordable to the average American consumer.

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