



one cat, many needs.

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**Thinking Outside The Box:**  
**SmartyKat's Fresh New Approach To Litter Accessories**

*Sleek, stylish and environmentally-responsible litter products are a breath of fresh air*

Orlando, Florida - Global Pet Expo (March 25, 2010) - It was almost as if the litter business was frozen in time; the same clumsy-looking litter pans, scoops and liners on the shelves year after year after year matched by equally offensive (often toxic) chemical litter deodorizers.

Enough to make you wonder what was more distasteful, the litter box or what's inside it!

Cat owners didn't have much choice but to accept it until SmartyKat got involved. At this year's Global Pet Expo SmartyKat introduces an integrated line of environmentally-responsible new litter accessories in contemporary designs and hues along with a new and improved CompleteNeeds™ System.

"Today's modern cat owners, for whom the litter box is a daily household reality, are ready for a more sophisticated generation of litter products" says Christina Gray, Marketing Communications Manager at Worldwise, manufacture of SmartyKat and PoochPlanet pet products. "SmartyKat offers a cohesively-designed collection of items that actually look good, work well and are safer for your pet and the environment."

SmartyKat's new CompleteNeeds System addresses the HYGIENE needs of cats (and their owners) in three different areas: Waste Management, Odor Control and Scatter Control. Packaging helps cat owners identify products in each area and help them understand how the different products work together more effectively to handle litter issues.

## SMARTYKAT LITTER ACCESSORIES, PAGE TWO

### ODOR CONTROL - products that neutralize odors and extend litter box freshness

#### SmartyKat® StinkEase™ odor neutralizing litter box inserts

MSRP about \$7

StinkEase odor neutralizing litter box inserts are an innovative new way to help keep litter box odor at bay. Slip this charcoal-infused paper insert into your cat's litter box before you add fresh litter and you'll soon notice a dramatic reduction in all-too-familiar ammonia odor. StinkEase's natural charcoal controls odor for up to two weeks by absorbing and controlling odors without the addition of harsh chemicals or fragrances that aren't good for your cat.

StinkEase can be used with any kind of kitty litter, scented or unscented. Paper is made from recycled materials and charcoal is a natural mineral.

#### SmartyKat® NoOffense™ natural mineral litter deodorizer

MSRP about \$7

With NoOffense natural mineral litter box deodorizer you will no longer have to live in a home that tells the world you own a cat. Unlike other litter box additives which only mask odors with harsh chemicals or fragrances that aren't good for your cat, our natural "zeolite" mineral formula safely and effectively neutralizes odors by actually absorbing them. Sprinkle a dash of NoOffense into litter each time you scoop to help keep your cat's litter fresher in between changes.

NoOffense can be used with any kind of kitty litter, scented or unscented, to keep your cat-loving home a no-offense zone.

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### SCATTER CONTROL - products that minimize litter scatter and tracking

#### SmartyKat® PrettyPrivate™ litter box cover

MSRP about \$26

Cats naturally feel more comfortable with a little privacy. But let's face it, it's we cat owners who really long for a little distance between our home life and the realities of the litter box. Our PrettyPrivate litter box cover disguises your cat's box as an attractive home accessory so beautifully you'll be blissfully unaware of your cat's comings and goings. The water and stain resistant fabric cover easily slips over the lightweight, simple-to-assemble structure to conceal

-more-

## SMARTYKAT LITTER ACCESSORIES, PAGE THREE

the litter box while preventing spray, litter scatter and other messes from entering your living area. The cover is machine washable too for easy care and maintenance. Frame made from recycled plastic.

### SmartyKat® NeetFeet™ litter box mat

MSRP about \$12

Cats hate the feel of wet litter clinging to their paws as much as you hate it tracking all over your floor. We've done you both a favor with **NeetFeet litter box mat**. NeetFeet is designed to cover the floor at the entrance to your cat's litter box where litter and other messes can be tracked into your home. The absorbent top fabric helps remove litter and excess moisture from your cat's paws as it exits the box - and it can handle bigger accidents too. NeetFeet's bonded, waterproof backing prevents soak-through, and effectively protecting floors from the stains, odor and habitual marking that can follow. When it's time for cleaning, just pop in the washer and air dry. Fabric made with a minimum of 50% recycled material.

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## WASTE MANAGEMENT - products that make litter box maintenance easier

### SmartyKat® LitterLoo™ litter box

MSRP about \$12

Your cat might not appreciate the sleek and subtly modern silhouette of the **LitterLoo litter box** the way you will, but there is plenty for both of you to like: extra high walls that minimize splash and scatter and a cover that snaps down on top of your liner to keep it in place. Made from recycled plastic.

### SmartyKat® LooLadle™ litter scoop

MSRP about \$6

LooLadle's ergonomic design and wide scoop makes quick and easy business out of daily box cleaning. Color-coordinated with the LitterLoo, the LooLadle is made from recycled plastic.

### SmartyKat® WasteNot™ drawstring litter liners

MSRP about \$7

You won't turn up your nose at the thought of changing the litter box anymore with **WasteNot drawstring litter box liners**. The handy drawstring minimizes contact with used litter and wraps up the job neatly and easily, without accidental spills. Heavy-duty WasteNot liners fit most pans including large and jumbo pans. Made with recycled material.

*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.*

[www.worldwise.com](http://www.worldwise.com)