

SmartyKat®



one cat, many needs.

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FOR IMMEDIATE RELEASE
(w/ hi-res images)

NEW SMARTYKAT® TOYS DESIGNED TO SATISFY A RANGE OF FELINE NEEDS

ShakySnake™ and FringeBenefit wand toys,™ WobbleBobble™ rocking feather toy and KnockOut! treat toy satisfy a cat's ever-changing needs, including interaction, independence and even treats!

San Rafael, CA (Mar. 16, 2011) - A happy cat is one in which a spectrum of physical, emotional and instinctual needs are satisfied. SmartyKat, which has long been satisfying unique feline needs with innovative cat toys through the CompleteNeeds System, has added four new playthings to its lineup: ShakySnake and FringeBenefit wand toys (Interaction) WobbleBobble rocking feather toy (Independence) and KnockOut! treat toy (Treats).

"SmartyKat's successful approach to toys is to take a cue from a cat's own natural desires and impulses," said Christina Gray, Marketing Communications Manager at Worldwise. "These new toys satisfy a cat's need for interactive play with his owner as well as his need for exploratory, solitary play."

INTERACTION

SmartyKat ShakySnake wand toy

Wands are go-to favorites for cat owners for a good reason - they never lose their appeal with cats! ShakySnake wand toy adds a unique twist to this traditional toy with bamboo beads and plushy spacers that create a slinky action reminiscent of the movement of prey. Flick the wand and the ShakySnake, with its cute pink forked-tongue, will slither into your cat's heart. You'll have just as much fun watching him.

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SmartyKat FringeBenefit wand toy

FringeBenefit wand toy is another great way for cat owners to spend quality time with their pets. Soft fleece and the fluttery excitement of feathers combine to cause cats to flip, twist, spin and twirl as human and cat interact with this playful and colorful toy. Crinkly pompoms add a 'crispy' sound that cats adore.

INDEPENDENCE

SmartyKat WobbleBobble rocking feather toy

Cats are notoriously solitary creatures and solo play and exploration satisfy this innate nature. The WobbleBobble rocking feather toy features a weighted oblong base to create a rocking-rolling, swiveling action that cats find irresistible. A dangling feathered wand attachment moves erratically in time with the wobbling toy. Kitty will knock himself out trying to swat it as it swings to and fro. For even more stimulation there is a bell built into the base.

TREATS

SmartyKat KnockOut! treat toy

Cats love a treat as much as dogs do. But cats seem to especially enjoy the 'hunt' as much as the end result. The KnockOut! offers a stimulating mental and physical challenge to cats attempting to procure a treat from within the egg-shaped toy that bobbles erratically when pawed. Simply unscrew the toy and fill it with your cat's favorite treat. Treats pop out sporadically through a small hole in the toy. For a perfectly rewarding playtime treat, use with SmartyKat naturally wholesome, KnockOut!Nibblers treats.

All four new SmartyKat toys are sold at Walmart stores nationwide and are priced at about \$6; KnockOut!Nibblers treats are priced at about \$5. For more information about the SmartyKat CompleteNeeds System and other 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.

