



Worldwise, Inc.  
800.967.5394  
worldwise.com

## Media Contact

---

Erin Terjesen,  
Propel Communications  
602.625.2871  
[erin@propelcommunications.com](mailto:erin@propelcommunications.com)

## About Worldwise

---

Worldwise, Inc. is committed to creating the most innovative and solution-oriented products for pets and pet parents everywhere. Our family of brands - goDog®, Petlinks®, SHERPA®, Hear Doggy!®, SmartyKat®, TrustyPup®, Guaranteed On-Board®, and more - all stand for the highest in quality, safety and satisfaction, and incorporate environmentally-responsible materials and processes whenever possible. Our thoughtful, fun and effective products promote the bond between pets and pet parents across diverse categories such as cat toys, cat bedding, cat scratchers, dog toys, dog bedding, travel accessories, and more. For more information, please visit [www.worldwise.com](http://www.worldwise.com).

## WORLDWISE, INC. receives growth equity investment from VisioCap, LLC

*Strategic investment will support continued product innovation and expanded distribution for Worldwise's suite of market-leading pet products*

**FOR IMMEDIATE RELEASE    JANUARY 25, 2018**

**NOVATO, CA - (JANUARY 25, 2018)** [Worldwise, Inc.](http://Worldwise.Inc), an industry leader in smart, stylish and environmentally responsible pet product solutions, announced today that it received a significant minority investment from consumer products-focused investment firm VisioCap, LLC ("VisioCap"). Financial terms of the investment were not disclosed.

VisioCap's investment will enable Worldwise to fuel continued product innovation and expand the distribution for its suite of market leading pet products.

"In addition to capital, VisioCap brings deep expertise in the pet sector, having owned and operated many pet related businesses over their careers," said Kevin Fick, Chief Executive Officer of Worldwise, Inc.

Steve Marton, co-founder of VisioCap, will join the Worldwise Board of Directors and work closely with the Worldwise executive team.

"David Cunningham and I have known the owners and operating executives of Worldwise for many years and we have always had an interest in partnering with them", said Steve Marton, Co-Founder of VisioCap, LLC. "We are delighted to be a part of this company which has proven itself as a real leader in each of the categories in which it participates. They are incredibly innovative, which is more critical than ever in the current pet industry environment."

###

### About VisioCap:

VisioCap, LLC specializes in growth investments and buyouts of lower middle market consumer products companies located across North America with a particular focus in three categories: Pet products, Children's products and healthy/natural nutritional products. The firm's investments range in size from as small as \$3 million to as large as \$40 million. VisioCap focuses on increasing stakeholder value through improvements in commercial and operational performance due to their deep experience in the sectors in which they invest. For more information, please visit [www.visiocap.com](http://www.visiocap.com)