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About Worldwise

Worldwise, Inc. believes that sustainable living is easier when it's a natural choice. Brands such as SmartyKat®, TrustyPup®, Petlinks®, goDog®, Hear Doggy!®, SHERPA®, Guaranteed On Board® and kathy ireland® Loved Ones have been constantly evolving through innovative, solution-based and proprietary product designs that make it easy and affordable for you to satisfy your pet's most important needs.
www.worldwise.com

Kathy Ireland® Worldwide and Pet Products Leader Worldwide® Extend Partnership and Expand the kathy ireland® Loved Ones™ Collection

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Novato, CA, December 6, 2016 -- [Worldwise®](http://Worldwise.com), a leading consumer pet products company, has extended its partnership with leading global lifestyle design firm kathy ireland® Worldwide for five additional years, it was announced by Kevin Fick, Worldwide CEO.

Worldwise® and kathy ireland® Worldwide entered into an exclusive licensing agreement three years ago to design and develop the *kathy ireland® Loved Ones™* collection, a line of solution based home decor friendly pet products.

"We were excited to partner with Kathy and her exceptionally talented team at kiWW® three years ago to design the *kathy ireland® Loved Ones™* collection. We are even more thrilled to extend our partnership," says Mr. Fick. "Kathy's design and business savvy paired with her unique understanding of her loyal customer base' needs produced one of our bestselling lines that is loved, cherished and appreciated by all our customers, including and especially the four-legged ones," he adds.

"Kevin Fick and the incredible team at Worldwide share our passion for pets being protected by their guardians as more families embrace having a pet. They realize these precious Loved Ones™ are vital members of our family," says Kathy, kiWW's CEO and Chief Designer. "Our partnership is supporting nonprofit initiatives and bringing extraordinary value as well as tremendous beauty in home décor-inspired items for pets and the families who love them. We are very pleased that this relationship will continue in such a powerful way."

kathy ireland® Loved Ones pet product collection includes a wide range of products including dog and cat bedding, cat scratchers, toys for cats and dogs, and much more. New items from the collection will debut throughout 2017 and are available at pet specialty, mass market and online retailers nationwide.

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About kathy ireland® Worldwide

Founded in 1993, the kathy ireland® Worldwide brand, celebrates a lifestyle. The missions of "...solutions for families, especially busy moms™," "...solutions for people in love™," and "...solutions for people in business™," translate to all kiWW® collections, including: fashion, fine jewelry, intimate apparel, skincare, accessories, weddings, home, office and more. kiWW's unique capability to design and translate fashion trends for all markets and price points allows it to develop product for a wide variety of customer tastes.

Listed as the 25th most powerful brand globally by License Global Magazine, with annual merchandise sales of \$2.6 billion, according to Forbes Magazine, the success of kathy ireland® Worldwide is the result of teamwork and dedication.

Kathy has graced the cover of Forbes Magazine twice (2012, 2016) and according to Fairchild Publications, Kathy Ireland is one of the 50 most influential people in fashion.

Kathy and kiWW® support many non-profits including: YWCA Greater Los Angeles for which she is an Ambassador, Dream Foundation, Providence Educational Foundation, 911 for Kids/AEF, and the St. Jude Children's Research Hospital. Kathy was recently named an Ambassador for the Elizabeth Taylor AIDS Foundation.