



Worldwise, Inc. Expands Its Growing Portfolio with the Launch of Treatly™, An Expansive Collection of Dog Treats and Chews designed to “Treat Them With Love”

*Launching at SuperZoo 2023, Las Vegas, NV
Worldwise Booth #7630*

Novato, CA – (August 9, 2023) – **Worldwise, Inc.** ("Worldwise" or the "Company"), a pet industry leader of solution-based pet products, is announcing the launch of **Treatly**, a new brand of pet treats and chews.

Worldwise will launch Treatly at SuperZoo 2023 (August 16-18) in Booth #7630, showcasing the full assortment of consumable pet treats and chews offered across nine unique product lines in fresh, eye-catching packaging.

This launch follows the Company’s acquisition of Pet Factory in 2022, which gained Worldwise a best-in-class U.S.-based treat manufacturing and distribution facility.

Made from time-tested, all natural, high-quality ingredients, and crafted using the highest human-grade food standards, Treatly’s wide range of chews and treats are a pure and simple way to a dog’s heart and provide the ultimate bonding moment.

Treatly’s growing line of treats and chews include:

- 100% USA Made Beefhide
- American Sourced Beefhide
- Long Lasting Collagen Chews
- Soft & Moist Treats: Beef, Chicken & Salmon recipes with Collagen
- Combo Chews: Creative meat wrapped long lasting chews
- IncrediChews™: Rawhide Free Chews
- Enhanced Collagen Chews: Innovative Collagen chews that support pet health
- Freeze-Dried: Treats & toppers with the benefits of added Collagen
- Plantwise™: Innovative Vegan Dog treats

Treatly will be accompanied by many other new products and solutions from established brands in the Worldwise portfolio, such as: SHERPA®, FurHaven®, Instincts by SmartyKat®, goDog®, TrustyPup® and Kitty Sift®.

“With the launch of Treatly at SuperZoo 2023, Worldwise earns its next opportunity to be a leader in the chew and treat category, offering not only great products, but strategic manufacturing and distribution capabilities and strong customer relationships,” said Kevin Fick, Chief Executive Officer, Worldwise. “Our Worldwise team is thrilled to expand into the consumables category with Treatly, and we look forward to the continued growth and momentum across our strong portfolio.”

"At Worldwise, our driving mission is to create high-quality, thoughtfully designed products and solutions that meet the needs that pet-parents demand and expect from a brand perspective," added Jeff Sutherland, Chief Operating Officer, Worldwise. "Our newest brand launch of Treatly is no exception, offering retailers and buyers an expansive line of premium chews and treats that dogs will love at a great value they can pass along to their customers."

For information on Worldwise and its award-winning brands and multi-category leadership, please visit www.worldwise.com.

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About Worldwide, Inc.

Worldwise, Inc. is committed to creating the most innovative, accessible, and affordable product solutions for pets and pet-parents everywhere. Our family of award-winning brands—goDog®, SHERPA®, SmartyKat®, TrustyPup®, Kitty Sift®, Instincts by SmartyKat®, Pawscout™, FurHaven®, Pet Factory®—all stand for the highest in quality, safety, and satisfaction, all while incorporating environmentally-responsible materials and processes whenever possible. Backed by child safety standards and our satisfaction guarantee, our thoughtful, fun, and eco-sustainable products promote the bond between pets and pet parents across diverse categories such as cat toys, catnip, cat bedding, cat litter accessories, cat scratchers, dog toys, dog bedding, dog and cat travel accessories, app-integrated dog, and cat tracking solutions, and more. For more information, please visit www.worldwise.com.

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