

SmartyKat®



one cat, many needs.

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FOR IMMEDIATE RELEASE
(w/hi-res images)

**SMARTYKAT® OFFERS TWO NEW LITTER ACCESSORIES THAT MAKE
LITTER BOX REALITIES MORE PLEASANT FOR BOTH CATS AND THEIR OWNERS**

*PrivacyPlease™ hooded litter box neatly conceals and contains box contents while
CleanExit™ scatter-control mat removes litter from paws to
prevent litter tracking into the home*

San Rafael, CA (Mar. 16, 2011) - It's a fact of life. People love their cats, but aren't so wild about that necessity of cat ownership - the litter box. You can't have one without the other, but SmartyKat introduces two new products that make this part of the relationship a little easier for both cat and human: **PrivacyPlease hooded litter box** and **CleanExit scatter-control mat**.

"Most cat lovers would agree that living with the litter box is the least fun part of loving a cat, " says Christina Gray, Marketing Communications Manager at Worldwise, manufacturer of SmartyKat products. "Under the CompleteNeeds System, SmartyKat has developed an impressive line of litter accessories that meet a cat and cat owner's need for good HYGIENE."

SmartyKat PrivacyPlease hooded litter box

PrivacyPlease features a hood designed to conceal the "business" of the litter box from household view. It also offers cats that are reluctant to use an open box, a modicum of valued privacy. The hood also serves to contain odors and includes a replaceable Zeolite air filter. The enclosed design helps prevent the problems associated with over-zealous digging and the occasional bad aim. Made with recycled plastics in several colors, PrivacyPlease has a refreshingly sleek, contemporary design that is quite pleasing in the home. Rounded corners make for easier cleaning and the low entry makes access easier for senior kitties and kittens.

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SmartyKat CleanExit scatter-control mat

CleanExit scatter-control mat addresses a pair of litter box-related issues: “scatter” and “tracking.” Both terms generally describe the spread of litter from the litter box into the home after a cat exits the box. Yuck! CleanExit features hundreds of soft silicone nubs that gently “floss” between the pads of cat’s paws, removing excess litter. Its circular shape is designed to fit under the front of most litter boxes and has a raised perimeter wall that keeps trapped litter from migrating. CleanExit’s flexible silicone material also offers a unique benefit: you can pick it up, fold it in half and pour excess litter back into the box. The non-toxic and washable silicone offers the added bonus of repelling stains and odors.

PrivacyPlease and CleanExit are available at select Walmart stores nationwide. PrivacyPlease is priced from \$20 and CleanExit from \$15.

Other SmartyKat litter accessories also available at Walmart include:

SmartyKat StinkEase™ odor neutralizing litter box inserts

Charcoal-infused insert for litter box reduces ammonia odor.

SmartyKat LitterLoo™ litter box

Extra-high walls minimize spray and scatter and snap-down cover keeps liners in place.

SmartyKat LooLadle™ litter scoop

Wide scoop and ergonomic design make daily box cleaning quick and neat.

SmartyKat WasteNot™ drawstring litter liners

Drawstring minimizes contact with used litter and wraps up the job neatly.

“Litter may not be glamorous subject, but SmartyKat HYGIENE products can make this everyday necessity a little more pleasant for cats and their owners.”

Visit www.smartykat.com for more information about how SmartyKat’s CompleteNeeds System helps meet a cat’s physical, emotional and instinctual needs.

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.

