

SmartyKat®



one cat, many needs.

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FOR IMMEDIATE RELEASE
(w/hi-res images)

SMARTYKAT® IMPROVES UPON NATURE BY USING RENEWABLE SISAL AND SEA GRASS TO CREATE PAW-SITIVELY EXCITING NEW SCRATCHERS
SisalAngle™ incline scratcher and SeaColum+™ sea grass scratch post feature handsome, durable and satisfying renewable plant materials

San Rafael, CA (Mar. 16, 2011) - Scratching might be natural, but so is your frustration when your cat leaves his scratch-signature on your sofa or new rug. In a continuing mission to help cat owners divert their cat's claws away from home furnishings, SmartyKat has again found inspiration in nature with its two newest scratchers, the **SisalAngle incline scratcher** and the **SeaColumn+ seagrass scratch post with Snap2it! Toy**. Both are made with renewable plant materials that are also handsome, durable and ultra-satisfying for cats to scratch.

"Everyone agrees that the best way to prevent damage from scratching is to provide cats with an acceptable alternative," said Christina Gray, Marketing Communications Manager at Worldwise. "Many scratchers and posts in particular, are so unattractive that some cat owners won't even bring one home. Our SisalAngle and SeaColumn scratchers are designed to be attractive to both cat and cat owner, thus more effective."

SmartyKat SisalAngle incline scratcher

SisalAngle incline scratcher is an attractive sisal covered scratcher that is as appealing to the cat as it is to the eye. The satisfyingly coarse texture of tightly woven natural sisal rope covers a stable wooden base set at an inclined angle for good scratch traction. Together, the sleek wood, textured sisal and geometric angle make an unexpectedly handsome trio. While sisal is an irresistible scratch material to cats, cat owners will find some satisfaction in knowing that sisal is a renewable plant resource. A starter stash of SmartyKat Certified Organic Catnip is included with SisalAngle to lure skeptical cats to a new scratcher.

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SmartyKat SeaColumn+™ sea grass scratch post with Snap2it! toy

SeaColumn+ is SmartyKat's new take on the traditional carpeted scratch post. This wide-diameter (4") scratch post is covered with sea grass, a renewable plant material that like sisal, makes a handsome, natural surface for scratching. As an added bonus, the SeaColumn+ includes a replaceable Snap2it!™ feather toy. This bouncing and bobbing feather toy provides cats with further enticement to make regular visits to this scratch post. Its carpet-covered base offers an additional surface for scratching and both its internal core and base are constructed from recycled materials.

"SmartyKat offers the greatest variety of scratch alternatives available to consumers," added Gray. "These two new scratch products made using renewable materials are a great addition to our already extensive collection of scratchers."

Both SisalAngle is priced from \$20 and SeaColumn+ for about \$25. Visit www.smartykat.com for more information about the SmartyKat Complete Needs System and other products that satisfy a cat's need to Scratch.

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.

