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FOR IMMEDIATE RELEASE
(w/ hi-res images)

Leading Eco-Friendly Pet Product Manufacturer Worldwide Hires Kevin Fick as New Chief Executive Officer

San Rafael, CA (September 7, 2012) – Worldwide, a leading manufacturer of eco-friendly pet products, announced today that pet industry veteran Kevin Fick has been appointed as the company’s new Chief Executive Officer. Mr. Fick brings 12 years of pet industry experience to Worldwide after serving as Senior Vice President of Sales & Marketing for the pet division of Walnut Creek, Calif.-based Central Garden & Pet.

Most recently, Mr. Fick served for six years as President of EK Success Brands, a division of Wilton Brands, Inc. based in Clifton, New Jersey. EK Success Brands is one of the countries leading creative consumer products companies with a diversified portfolio of over 15,000 inspirational and creative products covering scrapbooking, painting, stamping, paper crafting, jewelry making, kids crafts and more, selling to retailers such as Walmart, Target, Michael’s, Jo-Ann’s Stores and other craft specialty retailers.

“We are incredibly pleased to have someone of Kevin’s experience and leadership abilities as Chief Executive Officer for Worldwide,” said Jeffrey Ginsberg, Managing Director at Mistral Equity Partners. “We expect Kevin to drive the company to a higher level of growth and believe that his entrepreneurial spirit and commitment to excellence will be the catalyst for our future success.”

About Worldwide

The SmartyKat®, PoochPlanet® and Petlinks® brands are manufactured by Worldwide™, 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, Worldwide™ brands are changing consumer beliefs about the look, feel, price and performance of environmentally-responsible products. www.worldwise.com.

About Mistral Equity Partners

Mistral Equity Partners is a private equity firm comprised of highly experienced investment professionals and seasoned industry executives. The firm specializes in the consumer, retail, and consumer focused media sectors, and is especially attracted to businesses that are supported by strong demographic trends and fundamental changes in consumer preferences.