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(hi-res images available)

KATHY IRELAND DEVELOPS COLLECTION OF SOLUTION BASED PET PRODUCTS INSPIRED BY HOME DÉCOR



SAN RAFAEL, CA (March 12, 2014) -- The new kathy ireland Loved Ones™ pet product collection, inspired by home décor trends, is both functional and stylish. The collection will be launching at Global Pet Expo in Orlando, FL and shown at the International Home + Housewares Show in Chicago, IL in March 2014.

Kathy Ireland, CEO and Chief Designer of kathy ireland Worldwide® (kiWW®), leads one of the country's most successful design and marketing firms with revenues topping \$2 billion in licensed products annually, according to Forbes Magazine. Kathy Ireland and the kiWW team has partnered with pet industry leader, Worldwide®, to create the kathy ireland Loved Ones™ collection which offers gorgeous fabrics, unique features and clear points of difference in the marketplace.

Kevin Fick, Worldwide CEO commented; "As a company Worldwide is excited to partner with Kathy Ireland and her team at kiWW to develop a line of pet products unique to the market. Kathy makes a great partner, she brings both her design savvy as well as her knowledge of what it means to be a busy parent to both the two footed and four footed child. Kathy's design sense mixed with Worldwide's ability to create innovative and solution based products is a winning combination."

The kathy ireland Loved Ones collection is solution based and designed to support the needs of pets and their guardians. Each product is designed to fit within a system that addresses your Loved Ones needs; Play, Relax, Nourish, Explore, Restore, Indulge with a diverse range of product for both cats and dogs.

The kathy ireland Loved Ones collection of pet bedding, tailored from beautiful and durable materials are designed to meet your Loved Ones needs and sleeping styles. These beds are made to last through many naps! The collection features the patented **Cuddle Cube Pet Bed**® which enables the pet to sink into the bed, without the bed losing its structure. The **Quilted Pet Bed with Lounge Mat**, features a quilted bed base with a reversible mat inside. It can be used "as is," or upgraded using the Mix & Match feature, enabling the pet guardian to match the bed style with the sleeping style of the pet. The **Tailor Made Gusseted Pet Bed**, is beautifully appointed with upholstery like details. This bed is designed to keep its shape, and continue looking great even when in use. The **Pillow Hideout Bed** offers a unique hood that allows the pet to snuggle in, or stash a favorite toy. The **Constant Comfort Bolstered Pet Bed**, gives comfort and support for both the body and the head, it will be a favorite place to rest for your dog. The attention to detail is evident, quality fill materials are used for the comfort of the pet, and for the pet guardians there are handles for easy portability, and removable covers for easy cleaning just throw them in the wash! Retails range from \$40.00-\$180.00

The kathy ireland Loved Ones collection of leashes, collars and accessories, provides stylish solutions for the pet and pet guardian on the go. The leash and collar collection offers patented features like the **Tag Silencer**® to quiet the jangling of i.d. tags as well as our easy attach leash ring which makes it super simple to put a leash on an excited pet. Our stylish leashes feature a shock absorber to help eliminate strain from a dog that pulls. Walking your pet will never be easier or more stylish. Retails range from \$8.00-\$30.00

Every pet needs activity and exercise for a healthy and happy life. The kathy ireland Loved Ones collection, offers innovative and solution based toys that will meet a variety of pet needs. For cats, the collection features organic catnip infused toys and refillable catnip toys for your cat's excitement and enjoyment. Our patented **Stretch and Chase**® **Mouse** or **Fish launchers** will help get those cats up and moving. For dogs, the collection offers our range of durable toys which will hold up against even the strongest of chewers. Our **Hide and Seek**® balls are patented, waterproof, durable, with light and sound features that will make sure you never lose a ball again. Retails range from \$5.00-\$20.00

The kathy ireland Loved Ones collection offers scratch pieces and related furniture that include solutions for scratch, grooming and play, that will beautifully integrate into the home. Three of the modular scratch solutions from the collection are the **Scratch and Climb Tower**, **Covered Groom and Hide Scratch Perch** and the **Scratch and Seek Tower with Ramp, Hammock, and Tunnel**. Each works perfectly on its own, but also works together to create a completely stylish activity center for your cat. Retails range \$20.00-\$250.00

Exploring the world with your pet, whether it be at the market, or on a weekend getaway, needn't be a hassle. The kathy ireland Loved Ones collection offers

a range of travel accessories that provide stylish solutions for the pet and pet guardian on the go. For the pet who travels, the **Reversible Travel Mat** unrolls to a double sided, durable mat, providing a comfortable place to rest with quilted padding, whether it be in the back of a car, or in a bed & breakfast. The kathy ireland Loved Ones **Travel Tote** offers a stylish way to carry your smaller pet with padded non-skid straps for comfort of the pet guardian, and internal padding along with a leash strap for comfort and security of your pet. Meal time is a breeze when using our waterproof **Travel Bowls**, they feature a waterproof inner liner with a protective flap at the top to protect the zipper from dirt and debris, functional and stylish, these handy bowls fold flat when not in use. Retails range \$20.00-90.00

Designed to fit beautifully into the home, the kathy ireland Loved Ones collection of ceramic feeding solutions will elegantly accent your pet's meal. With solutions for both dog and cat, the collection features low profile dishes for cats to prevent whisker stress, and stylish yet sturdy ceramic bowls for dogs. Ceramics have metallic gold detailing and are dishwasher safe. The kathy ireland Loved Ones collection offers furniture pieces like the **Grow with Me Adjustable Feeder** for dogs, that adjusts in height as your pet grows older and the **Double Diner with Storage Drawer** which has handy storage drawer for your dog's toys. Both furniture feeding options feature removable stainless steel bowls with silicone gaskets (to prevent drips) for easy cleaning. Retails range \$5.00-130.00

For the pet owner that wants to indulge their pet even further, kathy ireland Loved Ones offers the **Gracie and Delilah**[®] collection, featuring products for both dogs and cats with extra-indulgent details, touches of shine, sparkle and luxe fabrics to pamper their Loved One.

About Worldwide[®]

The **SmartyKat[®]**, **TrustyPup[®]**, **PoochPlanet[®]** and **Petlinks[®]** brands are manufactured by Worldwide[®], a leading consumer pet products company. Worldwide develops unique, high-quality products made from natural, recycled, reclaimed and certified organic material, and distributes 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 kathy ireland Worldwide[®] (kiWW[®])

Founded in 1993, the kathy ireland Worldwide[®] brand, celebrates a lifestyle. The missions of "...finding solutions for families, especially busy moms[™]," "...finding solutions for people in love[™]," and "...finding solutions for people in business[™]," translate to all kiWW[®] collections, including: fashion, fine jewelry, intimate apparel, skincare, accessories, weddings, home, office and more.

Our pets are truly members of our family and we want these loved ones to know how important they are to us every day
-Kathy Ireland

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 28th most powerful brand globally, by License Global Magazine, with annual merchandise sales of \$2 billion, according to Forbes Magazine, the success of kathy ireland Worldwide® is the result of teamwork and dedication. 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, Dream Foundation, Providence Educational Foundation, 911 for Kids/AEFK, Elizabeth Taylor AIDS Foundation and the St. Jude Children's Research Hospital. Additional information is available at kathyireland.com