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(w/ hi-res images)

**Leading Eco-Friendly Pet Product Manufacturer Worldwide
Promotes from Within Naming Rob Morgan as Chief Operating
Officer**

San Rafael, CA (September 7, 2012) – Worldwide, a leading manufacturer of eco-friendly pet products, has announced the promotion of Rob Morgan to Chief Operating Officer.

Mr. Morgan brings over 10 years of pet industry leadership experience to Worldwide, most of it with Petmate, where he held a number of senior sales and marketing positions before being promoted to President of the pet products division. Immediately prior to joining Worldwide, Mr. Morgan was Chief Operating Officer for Los Angeles, Calif.-based Spilo Worldwide, a privately owned business serving the professional beauty supplies market.

“I have worked closely with Rob since he joined Worldwide in August 2011,” said Jeffrey Ginsberg, Managing Director at Mistral Equity Partners. “His strong industry experience and high energy level are real assets to the business and we look forward to his continued contributions in this expanded role.”

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.