

Created by a community of vets, pet experts and pet parents to help you find products to fulfill all of your pet's needs.



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(With Hi-Res Images)

Worldwise®, the #1 Supplier of Organic Catnip, Introduces Fresh Refillable Catnip Tubes and Doubles Its Popular Petlinks® Line of Eco-Friendly Catnip Toys to Stimulate Cats' Senses

San Rafael, CA (Feb. 24, 2013) – Because cat owners want naturally healthy greens and prefer catnip filled toys 2-to-1 over toys without catnip, Worldwise® has expanded its organic catnip product offering by doubling the Petlinks® Excitement line with 20 tempting new catnip toys, including five refillable catnip options.

“As the world’s #1 supplier of premium, organic catnip from our catnip toys to our catnip infused sprays and our best-selling loose organic catnip, Worldwise is proud to be the leader in providing exceptionally healthy stimulation to our feline friends,” said Kevin Fick, CEO of Worldwise.

The Petlinks System™ was developed by a community of vets, pet experts and pet parents to help you find products to fulfill all of your pet's needs. Because the natural oils in catnip trigger a burst of playful energy in most cats, toys under the Excitement need are comprised of catnip toys that stimulate your cat and increase the enjoyment of play by attracting them back to experience the same stimulating response over and over again.

Petlinks' catnip is unique compared to competitors because it is organically grown and processed without chemicals. Plus, it contains only leaves and blossoms with no inert fillers. This makes it exceptionally potent and ideal for attracting cats to toys while also making it safer for them and the environment.

Pure Bliss™ 3-Pack Tubes each contain two grams of pure and potent organic catnip. These convenient pocket-sized tubes keep catnip fresh until you need it. Open a fresh, new tube to add new life to your Petlinks line of scratchers, bedding and refillable catnip toys. (MSRP \$5.99)

Petlinks expands its refillable catnip toy line with **Snakey Nip™**, an oversized plush snake that's fun for cats to kick and wrestle with. It comes in two different color options, each with a full two

gram tube of fresh, organic Pure Bliss catnip. (MSRP \$5.99) The delightful little **Nip Mates™** feature a teabag-like mesh panel for better catnip diffusion in plush-filled mouse, ladybug and fish shapes. (MSRP \$4.99)

Because cats love to play with different textures and discover hidden sounds, additional toys in the catnip Excitement line were thoughtfully developed with a variety of teasers and textures on each toy. The adorable, oversized and floppy **Crinkle Buddy™** in elongated bunny, mouse and chick shapes are pur-fect for cuddling and wrestling with their hidden crinkle sounds, feathers and raffia teasers. (MSRP \$8.99) On the opposite end, **Pudgy Pals™** chubby 3" bodies in mouse, bird and squirrel shapes are also great for wrestling and hugging for those cats who like to have their arms around a pawful of plush mixed with burlap. (MSRP \$7.99)

Lil' Crinklers™ features a 2-pack of brightly accented mice with stretchy elastic, felt bodies, crinkles and rope teasers. (MSRP \$5.99) The soft bodies and attractive iridescent wings of the butterfly, ladybug and dragonfly **Bug Catch™** toys are lightweight and easy to carry in cat's mouths. (MSRP \$4.99) The **Woody Pal™** woodland critters are sized just for paws and feature plushy textures and hidden crackle sounds. (MSRP \$5.99)

About the company

The Petlinks® brand is 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.