

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)

Petlinks® Does Not Let Sleeping Cats Lie: Worldwide® Invigorates Exercise Line of Eco-Friendly Cat Toys to Better Promote Activity and Boost Your Cat's Physical Well Being

San Rafael, CA (Feb. 24, 2013) – Smart design, continuous innovation and consumer satisfaction are at the core of all Petlinks® products. Therefore, the developers of the Petlinks brand at Worldwide® have infused inventive new features into the Petlinks electronic cat toy Exercise line to elevate the play experience even more with sleeker, modern designs which foster endless feline interaction.

“As the innovation pioneers in the cat products category and with sales of our Petlinks electronic cat toy line up significant double digits at pet specialty stores this last holiday season, we’ve continued to focus on our Petlinks Exercise line to keep it fresh, exciting and at the leading edge when it comes to cat toys that mimic the behavior of prey,” said Kevin Fick, CEO of Worldwide.

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 lack of physical activity can lead to weight gain, poor health and even aggression in cats, toys under the Exercise need are comprised of electronic motion toys which mimic the thrill of the hunt and encourage even inactive cats to chase and pounce, transforming playtime into exercise time.

Mystery Motion™ redefines the cat-and-mouse game. This concealed motion toy cleverly replicates the mesmerizing movement of hidden prey with feathers peeking out from under a stylish mouse-printed fabric cover. The whisper quiet motor spins the enticing feather-tipped wand in an unpredictable pattern for endless fun. (MSRP \$34.99)

Pure Commotion™ Call your cat's 500 muscles into action for two hours of continuous playtime with unpredictable motions and a frenzy of feathers which are irresistible for chasing and swatting. Four speeds let you control the action and replicate the thrill of the hunt for your cat. (MSRP \$34.99)

Stir Crazy™ Catch it if you can. This ping pong ball race track features a rotating “tail” that bats around a refillable catnip diffusing ball in a swirl of motion that cats will be drawn to try to catch.

Plus, for added playtime variety Stir Crazy can be set at four varying speeds and works with a variety Petlinks cat ball toys on the track to keep the toy new and exciting each time. (MSRP \$29.99)

Cheese Chaser™ puts the fun of a mouse chase in your hands. This zippy remote controlled mouse has been designed with an enhanced ergonomic, mouse-shaped controller with an 8" long spring-feathered tail and a high-gloss durable shell with fabric your cat can sink its teeth into. Fully charged, Cheese Chaser will keep your furry friends on the hunt for up to 15 continuous minutes of play. (MSRP \$24.99)

Wild Thing™ swings, swoops and spins in an erratic prey-like movement that drives cats wild. The specially weighted base make dangling, fluttery feathers swirl and dive to two different speed settings on a whisper quiet motor. (MSRP \$19.99)

Whip It™ takes curiosity to the cat. Cats can't resist "attacking" mysterious things that pop out from tight spaces. Therefore, Whip It's string cord "whips" out from under door crevices to mimic hidden prey. This electronic motion toy can also be used out in open areas for more exposed playtime. (MSRP \$29.99)

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.