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(With Hi-Res Images)

**The World's Largest Supplier of Organic Catnip Entices Cats with an Exciting New Lineup of Eco-Friendly SmartyKat® Catnip Toys in a Myriad of Forms Tailored to Tickle Any Cat's Fancy**

**San Rafael, CA (Feb. 24, 2013)** – With millions of units of organic catnip toys and products sold this year, Worldwise® is the leader in providing the lion's share of naturally safe catnip in the U.S. Because not all cats are created equal, Worldwise is expanding its SmartyKat® Excitement line with catnip toys in a variety of forms to appeal to differing play styles.

Catnip is a safe and natural herb that revs up feline activity levels, increasing excitement and enjoyment. Thus, catnip toys attract cats and prompt them to frolic, romp and play.

“Our SmartyKat Certified Organic Catnip is the #1 catnip on the market, and our CatnipMist Spray and Certified Organic Catnip Shaker are not far behind as two of the best-selling catnip products at retail. We are excited to double the offering of our SmartyKat catnip toy line while also offering these healthy, stimulating diversions at incredibly affordable prices of \$3.99 or less,” said Kevin Fick, CEO of Worldwise.

SmartyKat 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.

**GiddyNip™** is a soft, fish-shaped refillable catnip toy in a multi-plush texture of terrycloth fabric cats love to sink their paws into. The Velcro closure makes it easy to refill and comes with a fresh 2 gram tube of organically grown catnip. (MSRP \$3.99)

**FishyNip™** is great for releasing that irresistible catnip scent, but without the mess. Just twist the plastic fish apart, fill with catnip, and watch the feline frenzy unfold as your cat bats away at this catnip diffusing toy made with recycled plastic. (MSRP \$2.99)

Both GiddyNip and FishyNip can be refilled with the **SmartyKat Organic Catnip** tube. The convenient 2 gram tube keeps just the right amount of catnip staying fresh for when you need it. (MSRP \$1.99)

Want concentrated catnip power with all the fun of catnip, but without the mess? Try compressed catnip toys like **ZipNip™**. This X-shaped toy with natural jute rope teasers is made to be easy for cat's to pick up and play. (MSRP \$2.99) If your kitty prefers the thrill of the chase, **CatnipChase™** is a hollow recycled plastic ball in the shape of a ball of yarn with compressed catnip pellets inside. (MSRP \$1.99)

To really spoil your cat with treats, **CatnipStix™** will do the trick. This 3-pack of brightly colored candy-shaped toys is completely stuffing free and packed with pure and potent catnip. (MSRP \$3.99)

Rounding out the line are two toys with a double whammy of alluring hidden crinkle sounds paired with textural appeal that cats love to grab. **Critter Bliss™** is a floppy catnip crinkle toy available in cute bug and hedgehog shapes with terrycloth bodies. (MSRP \$2.99) **CrackleNip™** offers both hidden crinkle and catnip in knit textured winged bug and butterfly shapes with fun polka-dots that are the perfect size to bat and pounce. (MSRP \$2.99)

### **About the company**

The SmartyKat® 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](http://www.worldwise.com).

