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ASSEMBLYMAN RECOGNIZES WORLDWISE WITH MONTHLY SUSTAINABILITY AWARD

San Rafael, California, July 22, 2011 -- California Assemblyman Jared Huffman (D-San Rafael) representing the 6th Assembly District covering Marin and Sonoma Counties, presented his July Sustainable North Bay Award to Worldwise Inc. last week in recognition of its sustainable business practices and products.

The unsolicited award is chosen at Huffman's discretion and winners are posted to his Assembly website. Huffman, whose priorities include protecting California's environment, recognizes one business or organization in his district each month for outstanding sustainable practices in the North Bay.

"I am very impressed with the impact they are having," said Huffman after touring company headquarters in San Rafael. "By recycling over 100 million post-consumer plastic bottles a year in the production of their pet products, Worldwise Inc. is significantly reducing the amount of harmful plastic that enters our environment."

Worldwise, manufacturer of best-selling pet brands SmartyKat, PoochPlanet and Petlinks, offers a wide range of pet products including pet beds, scratchers, toys, litter box accessories and certified organic catnip.

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HUFFMAN - WORLDWISE AWARD

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The company's pet beds utilize a recycled fiberfill they've named "EcoRest®" which is made from recycled post-consumer plastic bottles, some of which come 'full circle' from the retailer selling the beds.

Other environmentally-responsible components include MemoryMix®, a reclaimed memory foam fill and BeneFoam®, a soybean-oil-based foam offered as an alternative to petrochemical-based foams. Plastic litter products are made using recycled plastics and cat scratchers using recycled corrugated cardboard.

"Worldwise's guiding principle is sustainability," said Christina Gray, Worldwise marketing communications manager. "We've been creating products made with recycled, reclaimed, renewable and certified organic resources for more than 20 years and this award ratifies our efforts."

Worldwise was founded in 1990 with the goal of making environmentally responsible products that are "attractive, affordable and accessible to consumers at every economic level."

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About Worldwise Inc.

Worldwise is a leading consumer pet product company offering dog and cat products under the SmartyKat, PoochPlanet and Petlinks brands. By developing innovative, high-quality products from natural, recycled, reclaimed and certified organic materials 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.

