



**WORLDWISE, INC. ANNOUNCES NEW JOINT VENTURE PARTNERSHIP  
WITH INNOVATIVE GERMAN COMPANY: INCEPT GmbH & Co. KG**

**Incept GmbH & Co. KG's Brand Portfolio Includes PatentoPet®,  
OlviPet®, DENTAbar® and ORTHIsan® brands**

**NOVATO, CA** - (July 13, 2017) **Worldwise, Inc.**, an industry leader in smart, stylish and environmentally responsible pet product solutions, is proud to announce a new joint venture and exclusive partnership with **Incept Holdings**, the makers of PatentoPet® and OlviPet® products. This exciting partnership reinforces Worldwise's commitment to further expand the market-leading SHERPA® brand into the growing pet travel category as well as enter the treat category with an innovative approach to health and wellness utilizing unique, proven formulations.

Dedicated to innovation and healthy pets worldwide, PatentoPet is a trusted, premium brand of unique training and control devices that have been used in Europe for nearly a decade. This exciting line is a perfect addition to the new SHERPA travel line, scheduled to launch at SuperZoo in Las Vegas, NV July 25-27, 2017.

In addition to the unique technology of the PatentoPet collection, OlviPet treats and nutritional supplements come with a commitment to 100% natural formulations made with a proprietary OlviPet olive oil and seed mix. These potent elixirs contain Omega-3 and Omega-6 compounds that promote pet health from the inside-out.

"As a trusted innovator in the pet training, control device, treat and nutritional supplement segments, the PatentoPet and OlviPet brands will further enhance the innovation and new technologies in the Worldwise portfolio. Incept also brings strong relationships with international retailers to propel Worldwise's growth outside of the North American market," said Kevin Fick, Chief Executive Officer of Worldwise, Inc. "We are excited to build upon and expand these strong International brands that focus on innovation and commitment to quality, which are the cornerstones of the Worldwise mission and model."

"We are thrilled for the opportunity to partner with Worldwise, Inc. and eager to reach a successful market penetration in both North and South America," said Tzanis Fountoulakis, Chief Executive Officer of Incept. "Additionally, the widely recognized SHERPA brand will further elevate these great products and help pet-parents make smart and safe decisions when traveling by car, plane, or train with their pets. Our team will work closely in partnership to

launch key innovations that will help strengthen our unwavering commitment to innovation and professional excellence to pet-parents around the world.”

ASSETS: High Resolution Logos – please click to access:

- [Worldwise, Inc.](#)
- [Incept](#)
- [PatentoPet®](#)
- [OlviPet®](#)

For more information on Worldwise, Inc., please visit [www.worldwise.com](http://www.worldwise.com).  
For more information on PatentoPet, please visit [www.patentopet.com](http://www.patentopet.com). For  
more information on OlviPet, please visit [www.olvipet.com](http://www.olvipet.com).

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### **About Worldwise, Inc.**

Worldwise believes that sustainable living is easier when it’s a natural choice. Brands such as SmartyKat®, TrustyPup™, Petlinks®, kathy ireland® Loved Ones, goDog™, Hear Doggy!®, SHERPA®, and Guaranteed On Board™, have been constantly evolving to through innovative, solution-based and proprietary product designs that make it easy and affordable for you to satisfy your pet’s most important needs. [www.worldwise.com](http://www.worldwise.com)

### **About PatentoPet**

PatentoPet® has become a trusted, premium brand and fulfills the needs of pets and their owners worldwide. Pets are at the heart of our actions. By observing, researching and living together with pets ourselves, we have gained detailed knowledge and a careful understanding of the animals and their individual needs. We constantly deepen and improve the level of our knowledge and understanding. We use their needs to influence the development of our products and to inform everything that we do. We are proud to do our job with passion and responsibility. You will be on the safe side with PatentoPet® - because we make life comfortable! [www.patentopet.com](http://www.patentopet.com)

### **About OlviPet**

Years ago, research and development began on an elixir based on arguably the world’s best olives from Crete - hand-refined to retain all their precious ingredients. The positive characteristics of olives with regard to the heart, blood circulation and digestion are scientifically proven. Enrichment with seeds and herbs paved the way for a unique composition to suit animals. The creation of the exceptional OlviPet Collection came about when a group of people with capabilities in the areas of research, medicine and food technology got together and found themselves united in their love for dogs - a man’s best friend. A team of nutrition and marketing specialists from the pet sector gave this special collection an identity which differentiates it from everything that has been available in the market until now. A lovingly developed corporate identity, packaging that radiates closeness to nature as well as POS-optimized sales promotion materials complete the picture. [www.olvipet.com](http://www.olvipet.com)