



**WORLDWISE, INC. ANNOUNCES ACQUISITION OF INNOVATIVE PET TRAVEL COMPANY: PETEGO, LLC**

**PetEgo's Portfolio Adds Thoughtfully-Designed and Award-Winning Pet Travel and Lifestyle Solutions for Pets and Pet-Parents**

**NOVATO, CA - (JANUARY 16, 2018)** [Worldwise, Inc.](#), an industry leader in smart, stylish and environmentally responsible pet product solutions, is proud to announce their latest strategic acquisition of the Chicago, IL, based [PetEgo, LLC](#), makers of innovative and award-winning travel and lifestyle pet products. This exciting acquisition reinforces Worldwise's commitment to further invest in the market-leading [SHERPA®](#) brand, infusing contemporary design into the pet travel and lifestyle categories. The extensive PetEgo product lines are a perfect complement to the SHERPA travel line, scheduled to premier at Global Pet Expo in Orlando, Florida, March 21-23, 2018.

The PetEgo line includes crash-tested carriers, thoughtfully-designed products to protect a car's interior, and patented, innovative solutions for the active outdoor lifestyle, all designed with modern Italian flair. Dedicated to stylish, safe, and functional travel solutions for all pets, PetEgo's renowned, award-winning products have the highest quality standards worldwide. These products have caught the attention of auto industry leaders like Mercedes Benz® and Subaru®, who now internationally distribute PetEgo products under their own brands.

"As a trusted innovator in the pet travel and safety segments, the PetEgo product line and their design expertise further enhances innovation and new technologies within the Worldwise portfolio and positions our company to have one of the most comprehensive offering that supports an active lifestyle for both pets and people," said Kevin Fick, Chief Executive Officer of Worldwise, Inc. "In addition, PetEgo brings strong relationships with international retailers to propel Worldwise's growth outside of the North American market. We are excited to build upon and expand the strong PetEgo following that mirrors our commitment to innovation, design, safety and quality, which are the cornerstones of the Worldwise mission and model."

Emanuele Bianchi of PetEgo will become an integral part of Worldwise's product development efforts and join the Worldwise executive team. He will head up the Travel Design Group under the leadership of Denver-based Managing Director Of Canine Products, Neil Werde.

“The fact that PetEgo’s high quality products caught the attention of the executives at Worldwide, Inc is truly a remarkable achievement for me personally and professionally”, said Emanuele Bianchi, founder and lead designer of PetEgo. “In my career as an inventor and designer, I’ve always had tremendous respect for the innovation in the SHERPA® brand and product execution, and have thought many times about the countless opportunities I could achieve merging our strengths. I am thrilled to not only have my products as part of the SHERPA line, but also now have the opportunity to be involved in on-going development and the creation of new innovative products that are both safe and unique, incorporating the design elements I’ve been developing for many years.”

The acquisition is effective immediately.

ASSETS: High Resolution Logo – please click to access:

- [Worldwise, Inc.](#)
- [PetEgo, LLC](#)

For more information on Worldwide, Inc., please visit [www.worldwise.com](http://www.worldwise.com).  
For more information on PetEgo, LLC please visit [www.petego.com](http://www.petego.com).

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### **About Worldwide, Inc.**

Worldwise, Inc. is committed to creating the most innovative and solution-oriented products for pets and pet parents everywhere. Our family of brands - goDog®, Petlinks®, SHERPA®, Hear Doggy!®, SmartyKat®, TrustyPup®, Guaranteed On-Board®, and more - all stand for the highest in quality, safety and satisfaction, and incorporate environmentally-responsible materials and processes whenever possible. Our thoughtful, fun and effective products promote the bond between pets and pet parents across diverse categories such as cat toys, cat bedding, cat scratchers, dog toys, dog bedding, travel accessories, and more. For more information, please visit [www.worldwise.com](http://www.worldwise.com).

### **About PetEgo:**

PetEgo’s drive for “Relentless Italian Style” combined with our innovative and forward thinking solutions for active lifestyle travel with our pets has proven to be a winning combination for pets and pet parents. The results have been an award-winning line of clever design concepts affording the ultimate in comfort, safety and style providing ease of travel by air, car, sea, bicycle, motorcycle and on foot.  
[www.petego.com](http://www.petego.com)