

**Worldwise, Inc. Announces Acquisition of SHERPA®**

*SHERPA is the leading lifestyle brand in pet travel, safety, comfort and innovation*

**NOVATO, CA** - (October 4, 2016) [Worldwise](#), an industry leader of smart, stylish, and environmentally responsible pet products and solutions, announces the official acquisition of SHERPA® to their brand portfolio.

Founded in 1989 by flight attendant and pet advocate Gayle Martz who recognized the need for pets to stylishly and safely accompany pet loving travelers inside the airplane cabin and on the go, [SHERPA](#) has become the most trusted name in the pet lifestyle category. With SHERPA's unwavering dedication to a lifestyle that celebrates companionship, SHERPA both leads and serves a market of over 50 million Americans that travel with their pets by plane, car, or train each year\*.

Staying at the forefront of progressive changes in legislation that make it safer and more convenient to travel with companion pets, SHERPA's ever-expanding lines of carriers, totes and accessories blend patented, thoughtful and functional designs with convenient product features that promote safety and comfort. With the combination of Worldwise's proprietary [Guaranteed On Board](#)® program that ensures peace of mind when traveling with pets and SHERPA's ever-expanding range of products and solutions that provide today's pet-loving consumer with on-trend design and safety features, this growing category continues to serve pet specialty retailers worldwide with the solutions their customers want.

"As the newest addition to the Worldwise portfolio of brands, our team is honored to continue SHERPA's unwavering mission to improve the lives of pet loving travelers and serve those that seek the most trusted name in safety, convenience, comfort, and design," states Kevin Fick, Chief Executive Officer of Worldwise. "Part of maintaining our position as the growth leader and innovator in this category is to anticipate the trends and ever-changing regulations in safety for our pets, both in the air and on the road. Inspired by SHERPA Founder Gayle Martz's personal passions, her eye for fashion trends, product design, and travel experiences that have taken her and her pets all over the globe, Worldwise will build upon the SHERPA legacy and offer the experience and innovation necessary to drive the future of this category."

SHERPA Founder Gayle Martz shares, "From launching SHERPA over 25 years ago, I've made it my mission to design safe, functional, fashionable and convenient products that ensure pets can travel comfortably and securely with the people that love them most. The strategic marketing expertise and expanded capabilities that being part of the Worldwise team will provide to SHERPA is second to none, and by working in close partnership with their team, the SHERPA legacy as a true lifestyle brand will grow in celebration of the exceptional care our pets deserve and today's pet-loving consumers expect."

For more information on Worldwide, visit [www.worldwise.com](http://www.worldwise.com). For more information on SHERPA, visit [www.SherpaPet.com](http://www.SherpaPet.com) or [www.flyGOB.com](http://www.flyGOB.com).

LOGO:

SHERPA: <http://propelcommunications.com/sites/default/files/media-items/Sherpa%20Logo.jpg>

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### **About Worldwide**

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

\*According to the American Pet Products Association National Pet Owners Survey 2015-16.