



one cat, many needs.

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(w/hi-res images)

## SMARTYKAT® INTRODUCES AN ENTIRELY NEW CATEGORY: FUN, FELINE SELF-GROOMING PRODUCTS

*The BrushUp™ self-grooming post, the BeautyChannel™ groom 'n play chute with Snap2It!™ toy and the LazyGroomer™ sleep 'n groom mat capture fur the fun way.*

San Rafael, CA (Mar. 16, 2011) - Cats are naturally fastidious creatures. But even the more conscientious cats can leave clumps of fur behind on home furnishings or clothing. SmartyKat introduces three innovative new products that help pick up the slack - and shedded fur - while your cat simply enjoys himself. The BrushUp™ self-grooming post, the BeautyChannel™ groom 'n play chute with Snap2It!™ toy and the LazyGroomer™ sleep 'n groom mat innovatively blur the lines between toy, scratcher and grooming product.

"Shedding remains one of the few gripes cat owners have about keeping a cat," said Christina Gray, Marketing Communications Manager at Worldwise. "But at the same time, grooming your cat requires discipline, patience and time -something not every cat owners has. These products make everyone happy; cats love interacting with them because they feel so good and cat owners can count on them to trap loose fur."

### SmartyKat BrushUp self-grooming post

Things are looking up for you and your cat with the BrushUp! At first glance it looks like a vertical scratching post, but this unique product is covered with hundreds of thick, rubber bristles instead that cats love rubbing up against again and again. The bristles offer a feel-good massage while pulling away and capturing loose fur. The base of the BrushUp features a directional micro fiber fabric that works something like a lint brush to ensure that any falling fur from the post is trapped there.

- more -

### SmartyKat LazyGroomer sleep 'n groom mat

The LazyGroomer is a dream come true for you and your cat. The only thing cats spend more time doing than grooming is, of course, sleeping. Now they can do both at once with this innovative cozy mat. Cats are naturally drawn to this comfy mat where they can lay, stretch, rub and nap to their hearts content. While the cat is stretched out across the LazyGroomer, the textured, directional micro fiber fabric gently pulls loose fur from their coat and keeps it there. All you have to do is pick the excess hair off the LazyGroomer and dispose of it. Grooming was never so easy.

### SmartyKat BeautyChannel groom 'n play chute with snap2it! toy

The BeautyChannel is designed to appeal to a cat's curious nature. Cat owners all know how much cats like to explore things - boxes, bags, whatever; if it is open and empty it needs to be checked out. The BeautyChannel is a tunnel/tube covered in the same directional micro fiber material featured in the LazyGroomer and BrushUp items. The tunnel is lined with a cozy, batting-like material that grabs a hold of loose hair as the cat moves through the mysterious interior. At the end of the journey, cats are rewarded with a little after-grooming entertainment in the form of the Snap2it! feather play toy.

Good, clean fun!

"HYGIENE is one of the 12 essential feline needs we meet with the CompleteNeeds® System," said Gray. "The BrushUp, LazyGroomer, BeautyChannel go one step further by meeting the cat owner's needs too."

The BrushUp and LazyGroomer retail from about \$20; The BeautyChannel lists for around \$15. For more information about the CompleteNeeds System and to find stores that offer SmartyKat products, please visit [www.smartykat.com](http://www.smartykat.com)

### About the company

The SmartyKat and PoochPlanet brands are 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).

