



FELINE FRESH™ RECEIVES CAT FANCY'S EDITORS' CHOICE AWARD

September 22, 2003---PINE BLUFF, AR --- Feline Fresh™ natural pine cat litter received an Editors' Choice Award from Cat Fancy Magazine for 2003. This award is given out annually to the top 10 products that improved and made a positive impact on cats' quality of life.

PlanetWise Products manufactures Feline Fresh™ natural pine cat litter. Feline Fresh™ will absorb four times more moisture than traditional litters, delivering instant odor control to the litter box. Feline Fresh™ naturally inhibits bacteria growth and leaves the litter box with a clean, fresh scent. The premium pine pellets are compact, creating ease of use for both you and your cat. Feline Fresh™ is free of silica dust, non-tracking, 100% pure pine, non-toxic and completely safe for all pets and people, even if ingested. Feline Fresh™ is also environmentally friendly, as it can be disposed of in the compost pile, used as mulch in the garden or simply flush the scoops away. There are four sizes of Feline Fresh™ – 3 ½#, 7#, 20# and 40# bags.

Cindee Kohagen, Director of Sales and Marketing said, "We are very honored that the experts at Cat Fancy magazine have chosen our product as one of this year's innovative products. The consumer support has been overwhelmingly positive for this product launch and we continue to gain distribution throughout the United States."

PlanetWise Products develops innovative and alternative products – *Caring for your Pet and Our Planet* for generations to come. Planetwise Products owns and operates one of the largest facility, in the southern US, designed to produce and package pelleted pine litter and bedding products. To learn more about the product or PlanetWise Products contact Cindee Kohagen at (800) 480-6631 or visit the Feline Fresh™ website at www.felinefresh.com.

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